Catalogue no. 13-604-M
ISBN 978-0-660-02030-3

Income and Expenditure Accounts Technical Series

# Provincial and Territorial Culture Satellite Account, 2010

Release date: June 9, 2015

Statistics Canada Statistique Canada

Canada

## How to obtain more information

For information about this product or the wide range of services and data available from Statistics Canada, visit our website, www.statcan.gc.ca.

You can also contact us by

**email at** infostats@statcan.gc.ca

**telephone,** from Monday to Friday, 8:30 a.m. to 4:30 p.m., at the following toll-free numbers:

- Statistical Information Service 1-800-263-1136
- National telecommunications device for the hearing impaired 1-800-363-7629
- Fax line 1-877-287-4369

**Depository Services Program**

- Inquiries line 1-800-635-7943
- Fax line 1-800-565-7757

## Standards of service to the public

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner. To this end, Statistics Canada has developed standards of service that its employees observe. To obtain a copy of these service standards, please contact Statistics Canada toll-free at 1-800-263-1136. The service standards are also published on www.statcan.gc.ca under "About us" > "The agency" > "Providing services to Canadians."

## Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

## Standard table symbols

The following symbols are used in Statistics Canada publications:

. not available for any reference period
.. not available for a specific reference period
... not applicable
0 true zero or a value rounded to zero
$0^s$ value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
$^p$ preliminary
$^r$ revised
x suppressed to meet the confidentiality requirements of the *Statistics Act*
$^E$ use with caution
F too unreliable to be published
* significantly different from reference category ($p < 0.05$)

Published by authority of the Minister responsible for Statistics Canada

© Minister of Industry, 2015

All rights reserved. Use of this publication is governed by the Statistics Canada Open Licence Agreement.

**An** HTML version **is also available.**

*Cette publication est aussi disponible en français.*

## Contents

Acknowledgement ..... 5
Provincial and Territorial Canadian Culture Satellite Account, 2010 ..... 5
Executive summary ..... 6
Highlights ..... 8
Culture ..... 8
Sport ..... 10
Introduction ..... 12
Background and scope ..... 13
Areas for further development ..... 14
Comparison with other studies ..... 14
Economic importance of culture and sport across Canada ..... 15
Newfoundland and Labrador ..... 17
Prince Edward Island ..... 19
Nova Scotia ..... 21
New Brunswick ..... 23
Quebec ..... 25
Ontario ..... 27
Manitoba ..... 29
Saskatchewan ..... 31
Alberta ..... 33
British Columbia ..... 35
Yukon ..... 37
Northwest Territories ..... 39
Nunavut ..... 41
Conclusion and next steps ..... 43
Appendices ..... 44
Appendix A Data tables ..... 44
Appendix B Key definitions and concepts in the Provincial and Territorial Culture Satellite Account ..... 54
Appendix C The Canadian System of National Accounts and Culture Satellite Account ..... 58
Input-Output tables ..... 59
Industry surveys and other information ..... 60
Appendix D Canadian Framework for Culture Statistics 2011 ..... 61
Appendix E Sport in the Canadian Framework for Culture Statistics and Canadian Culture Satellite Account ..... 65

Appendix F Methodology ..... 66
Appendix G Culture and sport industries in the Provincial and Territorial Culture Satellite Account, 2010 ..... 69
Appendix H Culture and sport products in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Commodity Classification ..... 70
Appendix I Culture and sport industries in the Provincial and Territorial Culture Satellite Account by domain, 2010 ..... 72
Appendix J Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 ..... 74
Appendix K Surveys used in the Provincial and Territorial Culture Satellite Account, 2010 ..... 82
Appendix L Revisions to the Canadian Culture Satellite Account, 2010 ..... 83
Glossary ..... 85
References ..... 89

## Acknowledgement

### Provincial and Territorial Canadian Culture Satellite Account, 2010

This paper outlines the Provincial and Territorial Canadian Culture Satellite Account (PTCSA) developed by Statistics Canada. The PTCSA provides measures of the economic importance of culture (inclusive of the arts and heritage) and sport across Canada in terms of output, gross domestic product and employment, for reference year 2010.

The development of the PTCSA is funded by the Department of Canadian Heritage and its partners:

- The provincial/territorial ministries of culture and/or heritage
- Canada Council for the Arts
- Library and Archives Canada
- Telefilm Canada
- The Cultural Human Resources Council
- Ontario Media Development Corporation
- Ontario Arts Council
- The Creative City Network of Canada and all participating municipalities
- Ontario College of Art & Design University (OCAD)
- Alliance for Arts + Culture

This report was prepared by the staff of the Satellite Accounts and Special Studies Section, National Economic Accounts Division, Statistics Canada. We wish to acknowledge the ongoing support of staff from the Industry Accounts Division and National Economic Accounts Division of Statistics Canada, and the Department of Canadian Heritage along with its broad network of funding partners.

## Executive summary

The Provincial and Territorial Culture Satellite Account (PTCSA) was developed by Statistics Canada with the support of the Department of Canadian Heritage and its many partners.[1] The PTCSA provides measures of the economic importance of culture (inclusive of the arts and heritage) and sport by province and territory in terms of output, gross domestic product and employment, for reference year 2010.

In the PTCSA, culture is defined as a creative, artistic activity, the goods produced by it, and the preservation of heritage. Sport is defined as an individual or group activity often pursued for fitness during leisure time which may be undertaken for fun or competition. Sport includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience. Culture and sport estimates are mutually exclusive of one another.

The PTCSA is an extension of the Canadian Culture Satellite Account published in September 2014. The PTCSA is a product of both the 2011 Canadian Framework for Culture Statistics (CFCS) and the Canadian System of National Accounts (CSNA). The CFCS provides the guiding principles to define and identify cultural economic activity, whereas the CSNA provides the mechanism and data to derive the estimates.

Culture and sport are not explicitly identified as industries within the CSNA but are rather activities found in several industries within its framework. As such, it is necessary to identify and isolate all the culture or sport activities from within the economy and present them in a coherent form—a satellite account.

While other studies measure the importance of culture, the satellite account approach is both comprehensive and compatible with other macroeconomic indicators and accounts. The PTCSA allows comparisons with other industries or other activities, and uses a set of concepts and definitions common to the CSNA, the primary building block of the PTCSA.

The PTCSA 2010 estimates were derived primarily from the 2010 Input-Output tables, within the CSNA, with specific methodologies used to isolate the culture and sport industries for each province and territory. Once all culture and sport industries and activities are identified, output, GDP and jobs can be estimated.

The scope of the study is similar to that of the Canadian Culture Satellite Account[2], only extended to include the provinces and territories. The PTCSA covers all the culture goods and services produced in the economy by establishments in both culture and non-culture industries. It also highlights cultures industries and the goods and services (both culture and non-culture) that they produce—measuring both market and non-market output. However, the PTCSA does not include volunteering activities.

The PTCSA measures the economic importance of culture and sport to the provincial and territorial economy from two unique perspectives:

- the product perspective, which measures output, GDP and jobs resulting from the production of culture or sports products regardless of whether they were made by establishments in culture or non-culture industries; and
- the industry perspective, which measures the output, GDP and jobs resulting from production from establishments classified as belonging to the culture and sport industries. These estimates include the production of non-culture and non-sport outputs.

The PTCSA excludes the Infrastructure domains: Mediating Products and Physical Infrastructure. These domains have been excluded as they are not directly related to the creation of culture products but rather, support the production and consumption of culture output.

1. A complete list of partners is available in the Acknowledgement section of this report.
2. The national study was released September 2014. See Canadian Culture Satellite Account, 2010 Statistics Canada Catalogue no. 13-604-M-No. 75. http://www.statcan.gc.ca/pub/13-604-m/13-604-m2014075-eng.htm.

Since the PTCSA is an accounting framework and not an economic impact model, it only includes the measurement of direct[3] culture or sport GDP, jobs and output; it does not measure indirect[4] or induced[5] impacts.

Finally, the work of compiling the provincial and territorial dimension of the CSA has highlighted further areas for improvement such as the Craft, Library, Archive and Film and Video sub-domains.

A feasibility study to develop annual PTCSA indicators to measure the importance of culture and sport in a regular and timelier fashion is currently underway. These estimates will be benchmarked to and projected from the 2010 PTCSA. The official release of the annual PTCSA indicators for 2010 to 2014 is expected in 2016.

3. The direct impact represents the increase in GDP, jobs and output directly due to the production of culture and sport goods and services. For example an increase in production of books would have direct effect on GDP and jobs.
4. An indirect impact represents the increase in GDP, jobs and output of an industry which produces a good or service that is used as an input by a culture or sport industry. For example, an increase in the production of books will require more paper which will increase the output, GDP and employment of the paper industry.
5. An induced impact represents the increase in GDP, jobs and output resulting from households spending the compensation they received for contributing to this output. For example, an increase in the production of books resulted in more money to the households involved in both book and paper production. These households spent their compensation on other goods and services, therefore further increasing GDP and employment in the economy.

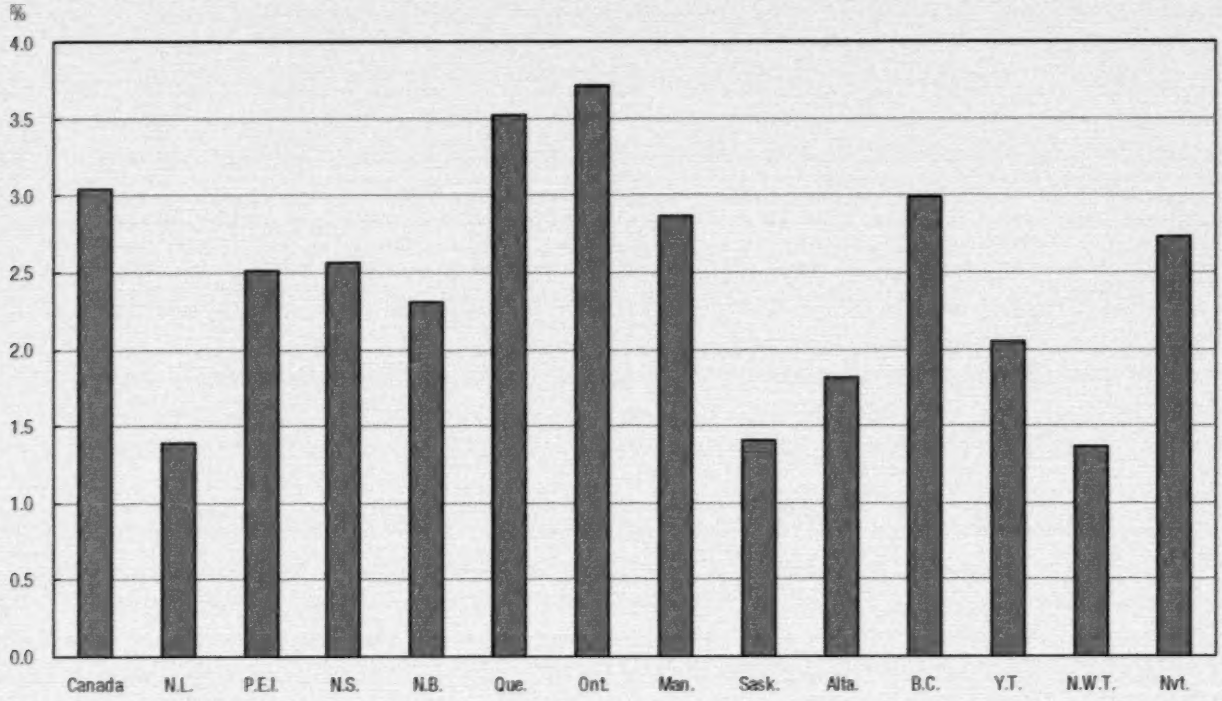
# Highlights

## Culture

### Viewed from the product perspective

Culture GDP at basic prices equaled $47.7 billion, contributing 3.0% to Canada's GDP in 2010.[6] It varied considerably in importance across provinces and territories in Canada, from 1.4% in Newfoundland and Labrador to 3.7% in Ontario. Culture jobs accounted for 642,486 jobs in 2010, contributing 3.7% to total employment in Canada.

**Chart 1**
**Culture GDP as a share of total provincial and territorial economy, 2010 (product perspective)**




**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010

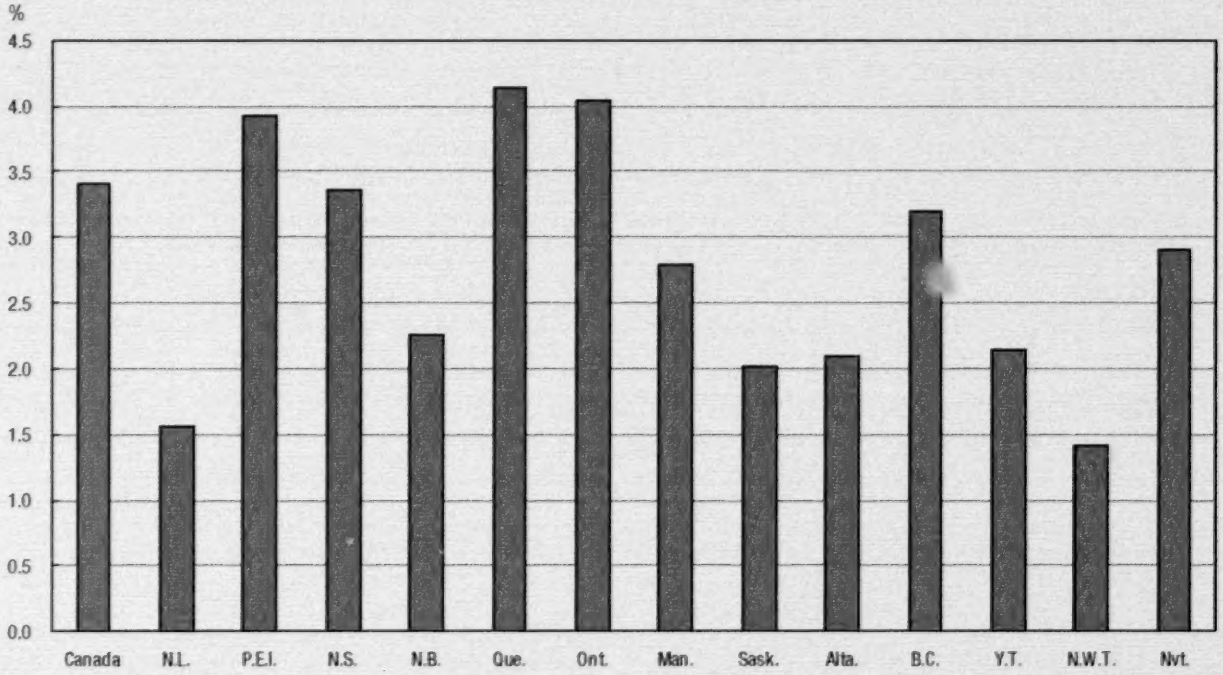
6. The incorporation of new data led to small revisions to the national culture and sport estimates published in the fall of 2014. Refer to appendix L for revision information. Estimates of culture and sport are mutually exclusive

### Viewed from the industry perspective

GDP of culture industries (GDP of both culture and non-culture goods and services) was $53.4 billion in 2010, contributing 3.4% to Canada's total GDP. Of this, the production of culture goods and services accounted for $40.9 billion, while that of other products contributed $12.4 billion. There were 707,012 jobs in the culture industries, a 4.1% share of all jobs in the economy. Culture industries accounted for 3.2% ($99.6 billion) of the total production in Canada.

At the provincial and territorial level the GDP of culture industries as a share of total GDP ranged from 1.4% in Northwest Territories to 4.1% in Quebec.

**Chart 2**
**GDP of culture industries as a share of total provincial and territorial economy, 2010 (industry perspective)**



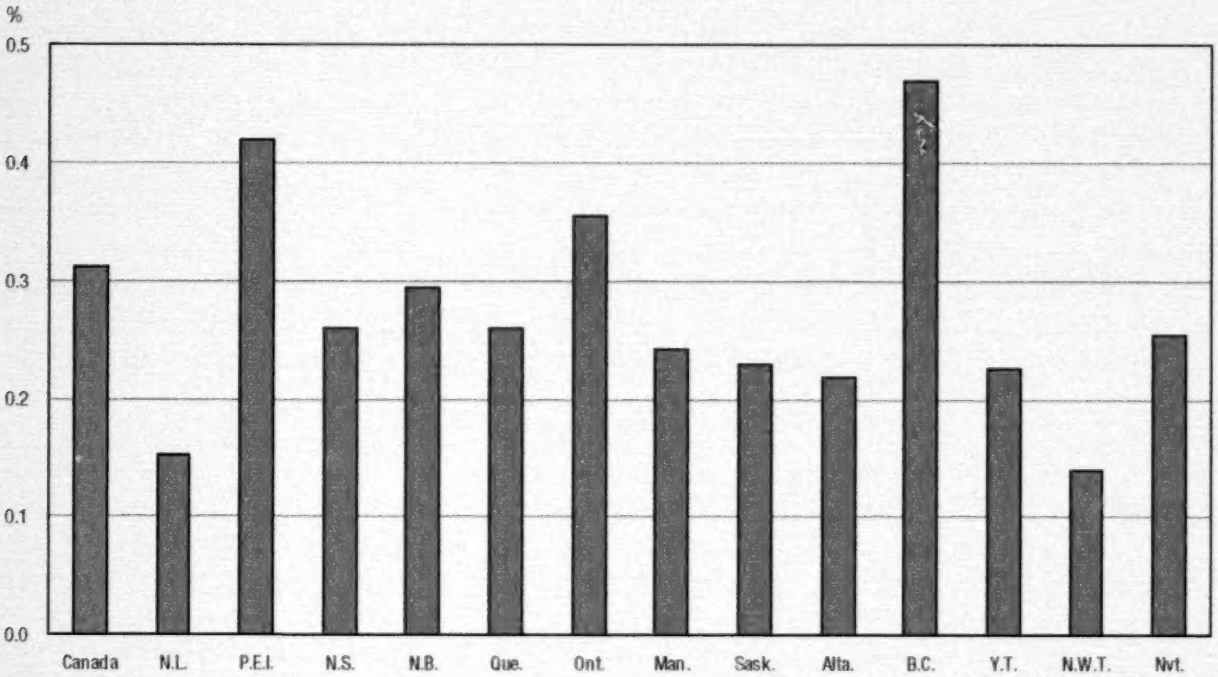

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010

## Sport

### Viewed from the product perspective

Sport GDP equaled $4.9 billion in 2010, contributing 0.3% to Canada's economy. Sport contributed 101,863 jobs (0.6%) to total employment in Canada. Sport GDP as a proportion of provincial/territorial GDP was similar to the national contribution (0.3%) in several provinces and territories.

**Chart 3**
**Sport GDP as a share of total provincial and territorial economy, 2010 (product perspective)**



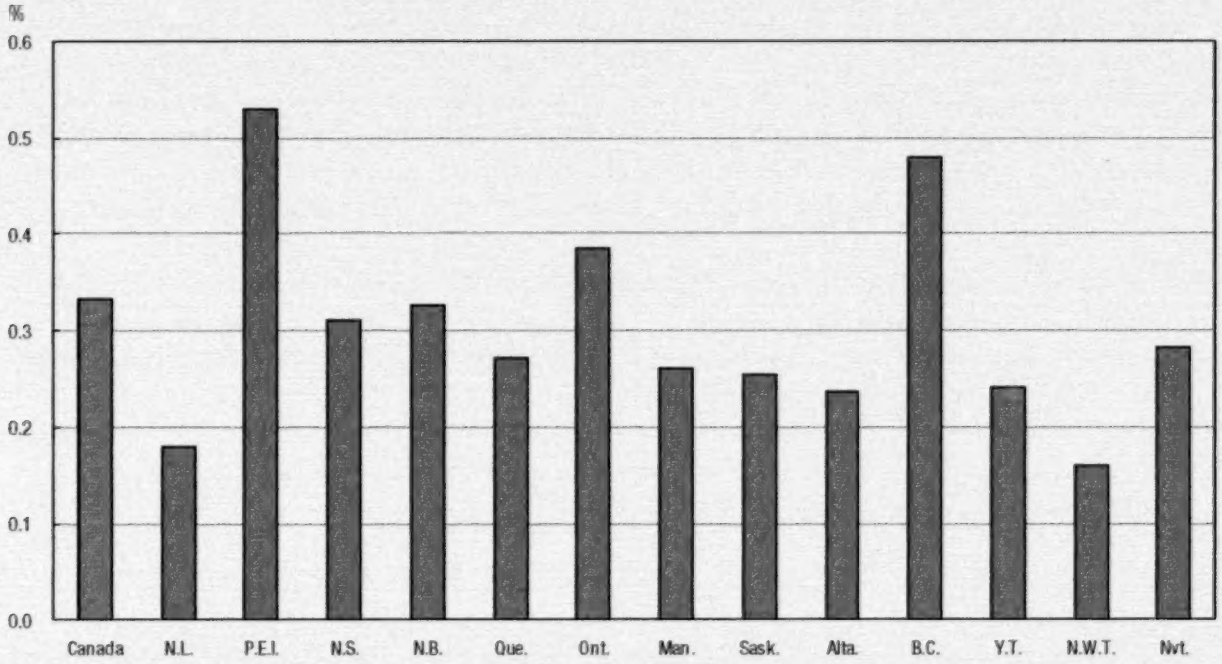

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010

### Viewed from the industry perspective

GDP of sport industries was $5.2 billion in 2010, contributing 0.3% to Canada's total GDP. Of this, 85.4% is attributable to the production of sport products within the sport industries. Sport industries accounted for 105,346 jobs or 0.6% share of total economy.

**Chart 4**

**GDP of sport industries as a share of total provincial and territorial economy, 2010 (industry perspective)**




**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010

## Introduction

The Provincial and Territorial Culture Satellite Account (PTCSA) measures the economic importance of culture and sport to provincial and territorial economies by estimating the production of culture and sport goods and services and their contribution to output, GDP, and jobs. The PTCSA follows the 2011 Canadian Framework for Culture Statistics (CFCS) and is rooted in the Canadian System of National Accounts (CSNA). The PTCSA extends the accounting framework, concepts and methods of the national CSA to the provinces and territories.

This report discusses the scope of the study and highlights the results of the PTCSA by province and territory for reference year 2010. The appendices include key definitions, methodology and data sources and detailed tables showing culture and sport GDP, output and jobs. A list of industries and commodities classified as culture or sport is also included in the appendices.

## Background and scope

Statistics Canada has been using satellite accounts as a means to focus on various areas of interest in the CSNA. A satellite account is an extension of the core SNA, hence the term "satellite". The account separates out the relevant components of the SNA; in this case, culture and sport-related economic activity. It follows the main principles, classifications and definitions of the SNA and therefore estimates in the satellite account are directly comparable and consistent with the rest of the SNA. Tourism, pensions and the not for profit sectors have all been measured with the satellite account framework.

The measurement of the economic importance of culture and sport has attracted increasing world-wide interest in recent years, prompting the official release of the CSA in the fall of 2014. Statistics Canada has now expanded the measurement and analysis of culture and sport with the development of the PTCSA.

The PTCSA is based on a number of feasibility studies undertaken by Statistics Canada for the Department of Canadian Heritage and its partners. The goal of the feasibility studies was to develop a sound methodology using recognized international accounting standards. The result of these studies was the National CSA and now the PTCSA.

The objective of developing the PTCSA was to measure the importance of culture and sport in each of the provinces and territories. To do so, the production of culture and sport goods and services and their contribution to output, GDP and jobs in each provincial and territorial economy are estimated. **Culture output** is the value of **culture goods and services** produced in the economy by establishments in culture and non-culture industries. **Culture GDP** is the value added related to the production of culture goods and services in the economy produced by culture and non-culture industries. **Culture jobs** are the number of jobs in the culture and non-culture industries related to the production of culture goods and services. Equivalent definitions and measures apply for sport GDP, sport output and sport jobs. Detailed concepts and definitions are available in appendix B.

The GDP, output and jobs are measured from two perspectives, the industry and product perspective.

- The product perspective, which measures output, GDP and jobs resulting from the production of culture or sports products regardless of whether they were made by establishments in culture or non-culture industries.
- The industry perspective, which measures output, GDP and jobs resulting from establishments classified as belonging to the culture or the sport industries. These estimates include the production of both culture and sport and non-culture and non-sport products.

Information and analysis for culture and sport are presented separately and estimates are mutually exclusive. Estimates are based on 2010 Provincial and Territorial Input-Output tables, Statistics Canada culture surveys (see Appendix K) as well as administrative data.

The 2010 Provincial and Territorial Input-Output tables detail the production, use and consumption of all goods and services in the provincial and territorial economies. They measure economic activity by industry and by product and are the primary building block of the PTCSA.

The PTCSA follows the Canadian System of National Accounts[7] and the 2011 Canadian Framework for Culture Statistics framework[8] in defining culture and sport. PTCSA uses the Input-Output Industry Classification (IOIC) for industries and the Input–Output Commodity Classification (IOCC) for goods and services. The IOIC is based on the North American Industry Classification System (NAICS) 2007. The IOCC is based on the North American Products Classification System (NAPCS) 2007.

Although the PTCSA follows the CFCS, the Mediating Products and the Physical Infrastructure domains have been excluded as they are not directly related in the creation of culture products but support the production and consumption of culture output.

The PTCSA measures market and non-market output. Market output consists of goods and services sold at a price where producers are willing to supply the amounts that purchasers wish to buy. Non-market output comprises goods and services that are not sold on the market and are generally valued at cost. Non-market output can only be supplied by government and non-profit institutions serving households. The PTCSA does not include volunteering activities.

7. Canadian System of National Accounts is discussed in Appendix C.
8. Canadian Framework for Culture Statistics 2011 is discussed in Appendix D.

The culture and sport estimates are limited by how the various economic transactions are articulated within the CSNA and CFCS. A culture industry, although defined in the same manner across the country, may operate differently from one province to the next. For example, in Ontario, an establishment in culture industry X uses 100 culture jobs to produce culture goods. In British Columbia, an establishment in culture industry X also uses 100 jobs with 50 of these jobs in the establishment and 50 outsourced to a temporary manpower agency (a non-culture industry). In the PTCSA, Ontario would record 100 culture jobs while British Columbia would record 50 culture jobs. The remaining 50 jobs would be allocated to Temporary Help services, a non-culture industry.

## Areas for further development

Compiling the provincial and territorial dimension of the CSA has highlighted some areas of further development such as the Craft, Library, Archive and Film and Video sub-domains.

The GDP, output and jobs of the Library and the Archives sub-domains may be underestimated as some of the activity is potentially classified under the government sector. At this time, with the available information, it was not possible to reliably identify the relevant portion that may need to be reallocated to the Libraries and Archives sub-domains. Recently released government financial statistics data will be reviewed for possible use in the future.

The Crafts domain is an area of weakness, due to the difficulty in identifying crafts products and industries within the current product classification systems used in Canada. The CFCS identified a Crafts sub-domain with corresponding Crafts industries. These industries are the manufacturing and the distribution (wholesale and retail) industries. Crafts and industrial production are aggregated together in manufacturing industries. The CFCS did not identify crafts goods since they were not included in the provisional NAPCS—the classification used when the CFCS was developed. As such, the PTCSA methodology uses secondary information to isolate the culture content of craft products from that of manufacturing industries.

In the PTCSA, the following products are used as representative of craft goods: MPG332A09 (fabricated metal products), MPG339901 (jewelry and silverware), MPG339909 (other miscellaneous goods) and MPG323001 (printed products). The value of craft is concentrated in the MPG33990 (jewelry and silverware) and in MPG339909 (other miscellaneous goods).

The implication of this methodology is that the GDP, output and jobs of the Crafts sub-domain may be understated because the existing classification systems and data sources do not permit an analysis at the detail required.

The latest version of the industry classification, NAICS 2012, includes Crafts output under the industry "Independent visual artists and artisans". This may provide detailed information on artisans producing artistic and cultural objects in small quantities. A future PTCSA which would incorporate NAICS 2012 should provide a more precise estimate of the Crafts domain.

The methodology and data sources of the PTCSA are those of the Canadian CSA 2010. They are explained in Appendix F.

As better classifications and data sources become available they will be integrated in future versions of the PTCSA.

## Comparison with other studies

Care must be taken when comparing the PTCSA with other studies of the culture or sport sectors. Many studies of culture include *Information and Cultural industries (NAICS 51)* and *Arts, Entertainment and Recreation* (NAICS 71) in their scope for measuring culture. In compiling the PTCSA, very detailed information at the six-digit NAICS is used to exclude non-culture industries such as Data Processing, Hosting, and Related Services, or Gambling. This means that the estimates for output, GDP and jobs in the PTCSA will be lower.

As the PTCSA is not an economic impact model, it only includes the measurement of direct[9] culture or sport GDP, jobs and output; it does not measure indirect[10] or induced[11] impacts.

9. The direct impact represents the increase in GDP, jobs and output directly due to the production of culture and sport goods and services. For example an increase in production of books would have direct effect on GDP and jobs.

10. An indirect impact represents the increase in GDP, jobs and output of an industry which produces a good or service that is used as an input by a culture or sport industry. For example, an increase in the production of books will require more paper which will increase the output, GDP and employment of the paper industry.

11. An induced impact represents the increase in GDP, jobs and output resulting from households spending the compensation they received for contributing to this output. For example, an increase in the production of books resulted in more money to the households involved in both book and paper production. These households spent their compensation on other goods and services, therefore further increasing GDP and employment in the economy. .

## Economic importance of culture and sport across Canada

### Product perspective

Culture contributed 3.0% to Canada's GDP and accounted for 3.7% of total jobs in Canada in 2010. The importance of culture varied considerably across provinces and territories in Canada from a share of 1.4% in Newfoundland and Labrador to 3.7% in Ontario. Culture jobs as a share of total economy ranged from 2.2% to 4.1% across provinces and territories. Sport contributed 0.3% to the national economy and accounted for 0.6% of total jobs in Canada. Sport GDP contribution to regional economies varied across the country from 0.1% to 0.5%. Similarly, sport jobs as a proportion of total jobs, ranged from 0.3% to 0.9%.

**Table 1**
**Culture and sport GDP and jobs as share of provincial and territorial economy, 2010 (Product perspective)**

| Provinces and Territories | Culture GDP as share of provincial/territorial economy | Culture jobs as share of provincial/territorial economy | Sport GDP as share of provincial/territorial economy | Sport jobs as share of provincial/territorial economy |
|---|---|---|---|---|
| | percentage | | | |
| **Canada** | **3.0** | **3.7** | **0.3** | **0.6** |
| Newfoundland | 1.4 | 2.4 | 0.2 | 0.4 |
| Prince Edward Island | 2.5 | 2.8 | 0.4 | 0.6 |
| Nova Scotia | 2.6 | 3.1 | 0.3 | 0.5 |
| New Brunswick | 2.3 | 2.6 | 0.3 | 0.5 |
| Quebec | 3.5 | 3.9 | 0.3 | 0.4 |
| Ontario | 3.7 | 4.1 | 0.4 | 0.6 |
| Manitoba | 2.9 | 3.4 | 0.2 | 0.4 |
| Saskatchewan | 1.4 | 2.2 | 0.2 | 0.5 |
| Alberta | 1.8 | 2.7 | 0.2 | 0.5 |
| British Columbia | 3.0 | 3.8 | 0.5 | 0.9 |
| Yukon | 2.0 | 3.5 | 0.2 | 0.4 |
| Northwest Territories | 1.4 | 2.7 | 0.1 | 0.3 |
| Nunavut | 2.7 | 3.8 | 0.3 | 0.6 |

### Industry perspective

Culture industries contributed 3.4% to the total Canadian GDP in 2010. They accounted for 4.1% of all jobs in the economy. Northwest Territories (1.4%) had the lowest share of GDP of culture industries as a proportion of its total GDP, while Quebec had the highest (4.1%). The GDP of sport industries was 0.3% of total national GDP. Sports industries contributed 0.6% of total jobs in the economy. GDP of sports industries contribution to provincial and territorial economies varied between 0.2% in Newfoundland and Labrador, Alberta, Yukon and Northwest Territories and 0.5% in Prince Edward Island and British Columbia. The proportion of jobs in the sports industries as a share of total provincial and territorial economy also varied across the country from 0.4% to 0.9%.

**Table 2**
**GDP and jobs of culture and sport industries as share of the provincial and territorial economy, 2010 (Industry perspective)**

| Provinces and Territories | GDP of culture industries as share of provincial/ territorial economy | Jobs in culture industries as share of provincial/ territorial economy | GDP of sport industries as share of provincial/ territorial economy | Jobs in sport industries as share of provincial/ territorial economy |
|---|---|---|---|---|
| | percentage | | | |
| **Canada** | **3.4** | **4.1** | **0.3** | **0.6** |
| Newfoundland | 1.6 | 2.7 | 0.2 | 0.4 |
| Prince Edward Island | 3.9 | 3.4 | 0.5 | 0.7 |
| Nova Scotia | 3.4 | 3.7 | 0.3 | 0.5 |
| New Brunswick | 2.3 | 2.6 | 0.3 | 0.5 |
| Quebec | 4.1 | 4.5 | 0.3 | 0.4 |
| Ontario | 4.0 | 4.5 | 0.4 | 0.7 |
| Manitoba | 2.8 | 3.4 | 0.3 | 0.4 |
| Saskatchewan | 2.0 | 2.7 | 0.3 | 0.5 |
| Alberta | 2.1 | 3.0 | 0.2 | 0.6 |
| British Columbia | 3.2 | 4.1 | 0.5 | 0.9 |
| Yukon | 2.1 | 3.6 | 0.2 | 0.4 |
| Northwest Territories | 1.4 | 2.9 | 0.2 | 0.3 |
| Nunavut | 2.9 | 4.2 | 0.3 | 0.6 |

## Newfoundland and Labrador[12]

### Culture

#### *Product perspective*

Culture contributed $379 million (1.4%) of GDP to the economy of Newfoundland and Labrador in 2010. Of this, 27.4% was contributed by *Audio-visual and interactive media* ($104 million) followed by *Governance, funding and professional support* ($94 million) and *Written and published works* ($64 million). *Heritage and libraries* had the smallest culture GDP at $5 million. *Education and training* accounted for $45 million culture GDP.

In Newfoundland and Labrador, culture jobs (5,155) accounted for 2.4% of the total number of jobs in the province. This is higher than the provincial share of culture GDP (1.4%) and culture output (1.3%). The largest contributors to culture jobs were *Governance, funding and professional support* (1,179 jobs), *Written and published works* (865 jobs) and *Audio-visual and interactive media* (822 jobs).

#### *Industry perspective*

In 2010, culture industries in Newfoundland and Labrador accounted for 1.6% ($424 million) of total GDP in the provincial economy. Overall, output of culture industries was $711 million. Culture industries produced far more culture products than other products at a ratio of 81.7% ($581 million) to 18.3% ($130 million).

The largest contributors to the GDP of culture industries were *Governance, funding and professional support* ($100 million) followed by *Audio-visual and interactive media* ($80 million) and *Written and published works* ($59 million).

The 5,783 jobs in culture industries accounted for 2.7% of total jobs in the province with the largest contributors being *Governance, funding and professional support* (1,246 jobs), followed by *Education and training* (848 jobs).

### Sport

#### *Product perspective*

Sport GDP equaled $42 million in 2010, contributing 0.2% to the province's economy. *Education and training* ($19 million) and *Governance, funding and professional support* ($11 million) contributed the most.

Sport jobs (827 jobs) were mainly in *Education and training* (356 jobs) followed by *Organized sport* (256 jobs).

#### *Industry perspective*

Sport industries contributed $49 million (or 0.2%) to total provincial GDP led by *Education and training* ($19 million) and *Governance, funding and professional support* ($11 million). Sport industries formed $77 million of the total production in the province. Of this, sport products accounted for $64 million and other products $13 million.

Sport industries contributed 903 jobs (0.4%) of total jobs in the province. *Education and training* (366 jobs) and *Organized sport* (217 jobs) accounted for 65% of jobs in sport industries in Newfoundland and Labrador.

12. Detailed tables by domain and sub domain are available in Appendix A.

**Table 3**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Newfoundland and Labrador, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **347** | **32** | **379** |
| as share of provincial economy (percent) | 1.3 | 0.1 | 1.4 |
| **All other products[2] (millions of dollars)** | **77** | **26,720** | **26,797** |
| as share of provincial economy (percent) | 0.3 | 98.3 | 98.6 |
| **Total products (millions of dollars)** | **424** | **26,752** | **27,176** |
| as share of provincial economy (percent) | 1.6 | 98.4 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **581** | **57** | **638** |
| as share of provincial economy (percent) | 1.2 | 0.1 | 1.3 |
| **All other products[2] (millions of dollars)** | **130** | **46,651** | **46,780** |
| as share of provincial economy (percent) | 0.3 | 98.4 | 98.7 |
| **Total products (millions of dollars)** | **711** | **46,707** | **47,418** |
| as share of provincial economy (percent) | 1.5 | 98.5 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **4,863** | **292** | **5,155** |
| as share of provincial economy (percent) | 2.3 | 0.1 | 2.4 |
| **All other jobs[3] (number)** | **921** | **206,544** | **207,465** |
| as share of provincial economy (percent) | 0.4 | 97.1 | 97.6 |
| **Total jobs (number)** | **5,783** | **206,837** | **212,620** |
| as share of provincial economy (percent) | 2.7 | 97.3 | 100.0 |

0[s] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 4**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Newfoundland and Labrador, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **40** | **2** | **42** |
| as share of provincial economy (percent) | 0.1 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **9** | **27,126** | **27,134** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **49** | **27,127** | **27,176** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **64** | **3** | **67** |
| as share of provincial economy (percent) | 0.1 | 0.0 | 0.1 |
| **All other products[2] (millions of dollars)** | **13** | **47,339** | **47,351** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.9 |
| **Total products (millions of dollars)** | **77** | **47,341** | **47,418** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **785** | **42** | **827** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.4 |
| **All other jobs[3] (number)** | **118** | **211,675** | **211,793** |
| as share of provincial economy (percent) | 0.1 | 99.6 | 99.6 |
| **Total jobs (number)** | **903** | **211,718** | **212,620** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |

0[s] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Prince Edward Island[13]

### Culture

#### *Product Perspective*

In 2010, culture GDP for Prince Edward Island was $121 million, amounting to 2.5% of total provincial GDP. Of this, 29% was contributed by *Governance, funding and professional support* ($35 million) followed by *Audio-visual and interactive media domain* ($26 million). There were 1,947 culture jobs or 2.8% of the total jobs in the province.

#### *Industry perspective*

Prince Edward Island's culture industries accounted for $190 million (3.9%) of the total GDP in the provincial economy, producing $111 million of culture products and $79 million of other products. The largest culture industry contributors to GDP were *Governance, funding and professional support* ($36 million) followed by *Written and published works industry* ($21 million). Culture industries added 2,355 jobs to total jobs in the province.

### Sport

#### *Product perspective*

Sport GDP equaled $20 million, contributing 0.4% of the province's economy. *Education and training* ($11 million) and *Governance, funding and professional support* ($6 million) contributed 85% of Sport GDP. Sport jobs (387 jobs) were mainly in *Education and training* (175 jobs) and *Organized sport* (110 jobs).

#### *Industry perspective*

Sport industries contributed 0.5% (or $26 million) to total provincial GDP, with the majority of GDP associated with the production of sport products (76.9%). *Education and training* ($11 million) and *Governance, funding and professional support* ($6 million) were the largest sport sub-domains.

Sport industries accounted for 470 jobs, 0.7% of total jobs in the province. *Education and training* (183 jobs) and *Organized sport* (81 jobs) accounted for about 56.2% of all jobs in sport industries.

13. Detailed tables by domain and sub domain are available in Appendix A.

**Table 5**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Prince Edward Island, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | 111 | 10 | 121 |
| as share of provincial economy (percent) | 2.3 | 0.2 | 2.5 |
| **All other products[2] (millions of dollars)** | 79 | 4,624 | 4,703 |
| as share of provincial economy (percent) | 1.6 | 95.9 | 97.5 |
| **Total products (millions of dollars)** | 190 | 4,634 | 4,824 |
| as share of provincial economy (percent) | 3.9 | 96.1 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | 186 | 17 | 203 |
| as share of provincial economy (percent) | 2.1 | 0.2 | 2.3 |
| **All other products[2] (millions of dollars)** | 121 | 8,607 | 8,727 |
| as share of provincial economy (percent) | 1.4 | 96.4 | 97.7 |
| **Total products (millions of dollars)** | 307 | 8,624 | 8,931 |
| as share of provincial economy (percent) | 3.4 | 96.6 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | 1,795 | 152 | 1,947 |
| as share of provincial economy (percent) | 2.6 | 0.2 | 2.8 |
| **All other jobs[3] (number)** | 560 | 67,264 | 67,823 |
| as share of provincial economy (percent) | 0.8 | 96.4 | 97.2 |
| **Total jobs (number)** | 2,355 | 67,418 | 69,772 |
| as share of provincial economy (percent) | 3.4 | 96.6 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 6**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Prince Edward Island, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **20** | **0[F]** | **20** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.4 |
| **All other products[2] (millions of dollars)** | **6** | **4,798** | **4,804** |
| as share of provincial economy (percent) | 0.1 | 99.5 | 99.6 |
| **Total products (millions of dollars)** | **26** | **4,799** | **4,824** |
| as share of provincial economy (percent) | 0.5 | 99.5 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **31** | **1** | **32** |
| as share of provincial economy (percent) | 0.3 | 0.0 | 0.4 |
| **All other products[2] (millions of dollars)** | **8** | **8,891** | **8,899** |
| as share of provincial economy (percent) | 0.1 | 99.6 | 99.6 |
| **Total products (millions of dollars)** | **39** | **8,892** | **8,931** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **374** | **13** | **387** |
| as share of provincial economy (percent) | 0.5 | 0.0 | 0.6 |
| **All other jobs[3] (number)** | **96** | **69,289** | **69,385** |
| as share of provincial economy (percent) | 0.1 | 99.3 | 99.4 |
| **Total jobs (number)** | **470** | **69,302** | **69,772** |
| as share of provincial economy (percent) | 0.7 | 99.3 | 100.0 |

**0[F]** value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Nova Scotia[14]

### Culture

#### *Product perspective*

Nova Scotia's culture GDP was $868 million, contributing 2.6% of total provincial GDP. Nova Scotia produced approximately $1.5 billion or 1.6% of Canada's culture output. Culture jobs accounted for 3.1% of total jobs in the province, or approximately 14,305 jobs.

The province's *Audio-visual and interactive media* generated approximately 28% of culture GDP for Nova Scotia, at $245 million. *Written and published works* ($179 million) and *Governance, funding and professional support* ($179 million) round out the top three domains.

The majority of culture jobs were reported in *Written and published works* (3,397 jobs), *Visual and applied arts* (2,725 jobs) and *Audio-visual and interactive media* (2,300 jobs). They accounted for 58.9% of culture jobs in Nova Scotia.

#### *Industry perspective*

The GDP of culture industries was $1.1 billion (3.4%), with $787 million coming from culture products and $353 million from other products. The largest contributors to GDP of culture industries were *Audio-visual and interactive media* ($198 million) followed by *Governance, funding and professional support* ($183 million) and *Written and published works* ($168 million). Jobs in culture industries accounted for 3.7% (17,195 jobs) of total jobs in the province. Of all economic output, culture industries accounted for 2.9%, producing $1.9 billion of Nova Scotia's output in 2010.

### Sport

#### *Product perspective*

Sport GDP totaled $88 million contributing 0.3% to the province's economy. *Education and training* contributed the most to sport GDP ($43 million) followed by *Governance, funding and professional support* ($20 million) and *Organized sport* ($18 million). Sport jobs (2,103 jobs) were mainly in *Organized sport* (918 jobs) and *Education and training* (737 jobs).

#### *Industry perspective*

Sport industries contributed 0.3% ($106 million) to total provincial GDP, led by *Education and training* ($43 million) followed by *Governance, funding and professional support* ($20 million). Jobs in sport industries (2,248 jobs) contributed 0.5% of total jobs in the province. *Organized sport* (781 jobs) and *Education training* (745 jobs) accounted for approximately 67.9% of all jobs in sport industries.

14. Detailed tables by domain and sub domain are available in Appendix A.

**Table 7**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Nova Scotia, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **787** | **81** | **868** |
| as share of provincial economy (percent) | 2.3 | 0.2 | 2.6 |
| **All other products[2] (millions of dollars)** | **353** | **32,633** | **32,986** |
| as share of provincial economy (percent) | 1.0 | 96.4 | 97.4 |
| **Total products (millions of dollars)** | **1,140** | **32,714** | **33,854** |
| as share of provincial economy (percent) | 3.4 | 96.6 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **1,357** | **140** | **1,497** |
| as share of provincial economy (percent) | 2.1 | 0.2 | 2.3 |
| **All other products[2] (millions of dollars)** | **570** | **63,428** | **63,999** |
| as share of provincial economy (percent) | 0.9 | 96.8 | 97.7 |
| **Total products (millions of dollars)** | **1,927** | **63,569** | **65,496** |
| as share of provincial economy (percent) | 2.9 | 97.1 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **13,319** | **986** | **14,305** |
| as share of provincial economy (percent) | 2.9 | 0.2 | 3.1 |
| **All other jobs[3] (number)** | **3,876** | **446,881** | **450,757** |
| as share of provincial economy (percent) | 0.8 | 96.1 | 96.9 |
| **Total jobs (number)** | **17,195** | **447,866** | **465,062** |
| as share of provincial economy (percent) | 3.7 | 96.3 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 8**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Nova Scotia, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **83** | **5** | **88** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **22** | **33,743** | **33,766** |
| as share of provincial economy (percent) | 0.1 | 99.7 | 99.7 |
| **Total products (millions of dollars)** | **106** | **33,749** | **33,854** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **131** | **9** | **140** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **32** | **65,324** | **65,356** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **163** | **65,333** | **65,496** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **1,951** | **153** | **2,103** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.5 |
| **All other jobs[3] (number)** | **297** | **462,662** | **462,958** |
| as share of provincial economy (percent) | 0.1 | 99.5 | 99.5 |
| **Total jobs (number)** | **2,248** | **462,814** | **465,062** |
| as share of provincial economy (percent) | 0.5 | 99.5 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## New Brunswick[15]

### Culture

#### *Product perspective*

New Brunswick's culture GDP accounted for 2.3% ($641 million) of total provincial GDP and 1.3% of Canada's culture GDP. *Audio-visual and interactive media* ($167 million) and *Visual and applied arts* ($148 million) contributed the most to culture GDP for New Brunswick. Culture jobs (9,381 jobs) contributed 2.6% to total jobs in the province.

#### *Industry perspective*

GDP of culture industries accounted for 2.3% ($628 million) of the province's total GDP. The largest contributors to GDP of culture industries were *Governance, funding and professional support* ($133 million) followed by *Audio-visual and interactive media* ($112 million). Jobs in culture industries contributed 9,546 jobs to the provincial economy.

### Sport

#### *Product perspective*

Sport GDP ($81 million) contributed 0.3% to total provincial GDP, of which more than 50% was contributed by *Education and training* ($41 million) followed by *Governance, funding and professional support* ($19 million). Sport jobs (1,714 jobs) contributed 0.5% to total jobs in the province.

#### *Industry perspective*

Sport industries produced $137 million of output for both sport and other products. The GDP of sport industries added $91 million to total provincial GDP (or 0.3%). Of this, almost half was by sport industries within the *Education and training* ($42 million) and *Governance, funding and professional support* ($19 million) domains. Jobs in sport industries (1,714 jobs) contributed 0.5% of total provincial jobs.

**Table 9**
**Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, New Brunswick, 2010**

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **500** | **142** | **641** |
| as share of provincial economy (percent) | 1.8 | 0.5 | 2.3 |
| **All other products[2] (millions of dollars)** | **129** | **26,976** | **27,105** |
| as share of provincial economy (percent) | 0.5 | 97.2 | 97.7 |
| **Total products (millions of dollars)** | **628** | **27,118** | **27,746** |
| as share of provincial economy (percent) | 2.3 | 97.7 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **859** | **238** | **1,098** |
| as share of provincial economy (percent) | 1.3 | 0.4 | 1.7 |
| **All other products[2] (millions of dollars)** | **220** | **63,002** | **63,223** |
| as share of provincial economy (percent) | 0.3 | 98.0 | 98.3 |
| **Total products (millions of dollars)** | **1,080** | **63,241** | **64,321** |
| as share of provincial economy (percent) | 1.7 | 98.3 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **8,027** | **1,354** | **9,381** |
| as share of provincial economy (percent) | 2.2 | 0.4 | 2.6 |
| **All other jobs[3] (number)** | **1,518** | **350,204** | **351,723** |
| as share of provincial economy (percent) | 0.4 | 97.0 | 97.4 |
| **Total jobs (number)** | **9,546** | **351,559** | **361,105** |
| as share of provincial economy (percent) | 2.6 | 97.4 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

15. Detailed tables by domain and sub domain are available in Appendix A.

**Table 10**

**Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, New Brunswick, 2010**

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **74** | **8** | **81** |
| as share of provincial economy (percent) | 0.3 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **17** | **27,648** | **27,664** |
| as share of provincial economy (percent) | 0.1 | 99.6 | 99.7 |
| **Total products (millions of dollars)** | **91** | **27,655** | **27,746** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **113** | **15** | **128** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **24** | **64,169** | **64,193** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **137** | **64,184** | **64,321** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **1,464** | **250** | **1,714** |
| as share of provincial economy (percent) | 0.4 | 0.1 | 0.5 |
| **All other jobs[3] (number)** | **250** | **359,141** | **359,391** |
| as share of provincial economy (percent) | 0.1 | 99.5 | 99.5 |
| **Total jobs (number)** | **1,714** | **359,391** | **361,105** |
| as share of provincial economy (percent) | 0.5 | 99.5 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Quebec[16]

### Culture

#### *Product perspective*

Quebec's culture GDP was $10.9 billion, contributing 3.5% to the Quebec economy in 2010. As a share of Canada's culture GDP, it was the second largest in the country at 22.8%. Culture jobs totaled 153,155, accounting for 3.9% of total jobs in the province.

Quebec's culture GDP was driven primarily by three domains: *Audio-visual and interactive media* ($3.5 billion) followed by *Written and published works* ($2.5 billion) and *Visual and applied arts* ($1.9 billion). They accounted for 72.8% of culture GDP in the province.

#### *Industry perspective*

The GDP of culture industries was $12.8 billion, or 4.1% of the province's economy. The largest contributors to GDP of culture industries were *Audio-visual and interactive media* ($2.5 billion) followed by *Written and published works* ($2.4 billion) and *Visual and applied arts* ($1.6 billion). Culture industries in Quebec produced $23.3 billion of culture and non-culture products in 2010. Jobs in culture industries totaled 174,790 jobs in 2010.

### Sport

#### *Product perspective*

Sport GDP accounted for 0.3% ($807 million) of total provincial GDP, largely contributed by *Organized sport* ($411 million) and *Education and training* ($226 million). Sport jobs totaled 15,741 and contributed 0.4% to total jobs in Quebec.

#### *Industry perspective*

Quebec's GDP of sport industries ($840 million) stood at 0.3% of the total GDP of the province, mostly due to *Organized sport* ($324 million) and *Education and training* ($227 million). Jobs in sport industries (15,514 jobs) were mostly in *Organized sport* (6,616 jobs) followed by *Education and training* (4,588 jobs).

16. Detailed tables by domain and sub domain are available in Appendix A.

**Table 11**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Quebec, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **9,431** | **1,450** | **10,882** |
| as share of provincial economy (percent) | 3.1 | 0.5 | 3.5 |
| **All other products[2] (millions of dollars)** | **3,342** | **294,835** | **298,177** |
| as share of provincial economy (percent) | 1.1 | 95.4 | 96.5 |
| **Total products (millions of dollars)** | **12,774** | **296,285** | **309,059** |
| as share of provincial economy (percent) | 4.1 | 95.9 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **17,513** | **2,852** | **20,364** |
| as share of provincial economy (percent) | 2.9 | 0.5 | 3.3 |
| **All other products[2] (millions of dollars)** | **5,748** | **584,546** | **590,294** |
| as share of provincial economy (percent) | 0.9 | 95.7 | 96.7 |
| **Total products (millions of dollars)** | **23,261** | **587,398** | **610,659** |
| as share of provincial economy (percent) | 3.8 | 96.2 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **137,916** | **15,236** | **153,155** |
| as share of provincial economy (percent) | 3.6 | 0.4 | 3.9 |
| **All other jobs[3] (number)** | **36,874** | **3,691,796** | **3,728,669** |
| as share of provincial economy (percent) | 0.9 | 95.1 | 96.1 |
| **Total jobs (number)** | **174,790** | **3,707,032** | **3,881,823** |
| as share of provincial economy (percent) | 4.5 | 95.5 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 12**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Quebec, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **717** | **89** | **807** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **123** | **308,129** | **308,252** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.7 |
| **Total products (millions of dollars)** | **840** | **308,219** | **309,059** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **1,034** | **159** | **1,193** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **183** | **609,282** | **609,466** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **1,217** | **609,441** | **610,659** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **14,028** | **1,714** | **15,741** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.4 |
| **All other jobs[3] (number)** | **1,486** | **3,864,595** | **3,866,082** |
| as share of provincial economy (percent) | 0.0 | 99.6 | 99.6 |
| **Total jobs (number)** | **15,514** | **3,866,309** | **3,881,823** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Ontario[17]

### Culture

#### *Product perspective*

Culture GDP in Ontario was $21.9 billion in 2010, representing 3.7% Ontario's economy. This accounted for 45.9% of culture GDP in Canada. The number of culture jobs was 278,801, or 4.1% of the total jobs in Ontario.

Ontario was responsible for 52.4% of Canada's culture GDP in *Sound recording*. This domain accounted for $298 million in culture GDP, 5,374 culture jobs and $839 million culture output.

#### *Industry perspective*

In Ontario, the GDP of culture industries was $23.8 billion. It was composed of $18.8 billion from culture products and $5.1 billion from other products. The largest contributors to GDP of culture industries were culture industries in the *Audio-visual and interactive media* ($5.3 billion), *Written and published works* ($4.6 billion) and *Visual and applied arts* ($3.4 billion) domains. The number of jobs in culture industries in Ontario was 301,090.

### Sport

#### *Product perspective*

Sport GDP was $2.1 billion accounting for 0.4% of total provincial GDP. *Organized sport* ($1,019 million) followed by *Education and training* ($615 million) and *Governance, funding and professional support* ($346 million) were the largest contributors. Sport jobs (43,730 jobs) represented 0.6% of the total jobs in the province.

#### *Industry perspective*

The GDP of sport industries was $2.3 billion or 0.4% of Ontario's total GDP. This included $1.9 billion of sport products and $369 million of other products. The province produced 43.5% of Canada's GDP in sport industries. There were 45,797 jobs in sport industries or 0.7% of total jobs in the province, largely in *Organized sport* (23,399 jobs) and *Education and training* (10,714 jobs).

17. Detailed tables by domain and sub domain are available in Appendix A

**Table 13**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Ontario, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **18,771** | **3,125** | **21,896** |
| as share of provincial economy (percent) | 3.2 | 0.5 | 3.7 |
| **All other products[2] (millions of dollars)** | **5,065** | **562,962** | **568,028** |
| as share of provincial economy (percent) | 0.9 | 95.4 | 96.3 |
| **Total products (millions of dollars)** | **23,836** | **566,088** | **589,924** |
| as share of provincial economy (percent) | 4.0 | 96.0 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **37,613** | **7,464** | **45,077** |
| as share of provincial economy (percent) | 3.1 | 0.6 | 3.7 |
| **All other products[2] (millions of dollars)** | **8,989** | **1,149,184** | **1,158,173** |
| as share of provincial economy (percent) | 0.7 | 95.5 | 96.3 |
| **Total products (millions of dollars)** | **46,603** | **1,156,648** | **1,203,250** |
| as share of provincial economy (percent) | 3.9 | 96.1 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **245,726** | **33,076** | **278,801** |
| as share of provincial economy (percent) | 3.6 | 0.5 | 4.1 |
| **All other jobs[3] (number)** | **55,362** | **6,418,877** | **6,474,239** |
| as share of provincial economy (percent) | 0.8 | 95.1 | 95.9 |
| **Total jobs (number)** | **301,090** | **6,451,953** | **6,753,042** |
| as share of provincial economy (percent) | 4.5 | 95.5 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 14**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Ontario, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **1,906** | **188** | **2,094** |
| as share of provincial economy (percent) | 0.3 | 0.0 | 0.4 |
| **All other products[2] (millions of dollars)** | **369** | **587,461** | **587,830** |
| as share of provincial economy (percent) | 0.1 | 99.6 | 99.6 |
| **Total products (millions of dollars)** | **2,275** | **587,649** | **589,924** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **3,089** | **502** | **3,591** |
| as share of provincial economy (percent) | 0.3 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **547** | **1,199,112** | **1,199,659** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.7 |
| **Total products (millions of dollars)** | **3,637** | **1,199,614** | **1,203,250** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **40,068** | **3,663** | **43,730** |
| as share of provincial economy (percent) | 0.6 | 0.1 | 0.6 |
| **All other jobs[3] (number)** | **5,729** | **6,703,582** | **6,709,312** |
| as share of provincial economy (percent) | 0.1 | 99.3 | 99.4 |
| **Total jobs (number)** | **45,797** | **6,707,245** | **6,753,042** |
| as share of provincial economy (percent) | 0.7 | 99.3 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Manitoba[18]

### Culture

#### *Product perspective*

Culture GDP was $1.4 billion in 2010, representing 2.9% of Manitoba's economy. There were 21,863 culture jobs, or 3.4% of the total jobs in Manitoba.

*Written and published works* had the largest share of Manitoba's GDP ($367 million) followed by *Audio-visual and interactive media* ($335 million) and *Visual and applied arts* ($271 million).

#### *Industry perspective*

In Manitoba, the GDP of culture industries was $1.4 billion in 2010. Of this, $1.2 billion was from culture products and $193 million from non-culture products. There were 21,970 jobs in culture industries in 2010 mostly in the *Written and published works* (5,498 jobs) and *Governance, funding and professional support* (3,302 jobs) domains.

### Sport

#### *Product perspective*

Sport GDP accounted for 0.2% ($120 million) of total provincial GDP, with the majority of value added in the *Organized sport* ($45 million) and *Education and training* ($39 million) domains. Sport jobs (2,803 jobs) contributed 0.4% to total jobs in the province, mostly from *Organized sport* (1,409 jobs) and *Education and training* (844 jobs).

#### *Industry perspective*

GDP of sport industries equaled 0.3% ($129 million) of total provincial GDP, largely contributed by the *Education and training* ($40 million) followed by *Organized sport* ($37 million) domains. Jobs in sport industries totaled 2,855 jobs.

18. Detailed tables by domain and sub domain are available in Appendix A.

**Table 15**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Manitoba, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **1,181** | **235** | **1,416** |
| as share of provincial economy (percent) | 2.4 | 0.5 | 2.9 |
| **All other products[2] (millions of dollars)** | **193** | **47,702** | **47,896** |
| as share of provincial economy (percent) | 0.4 | 96.7 | 97.1 |
| **Total products (millions of dollars)** | **1,374** | **47,937** | **49,311** |
| as share of provincial economy (percent) | 2.8 | 97.2 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **2,268** | **763** | **3,030** |
| as share of provincial economy (percent) | 2.3 | 0.8 | 3.0 |
| **All other products[2] (millions of dollars)** | **343** | **96,265** | **96,607** |
| as share of provincial economy (percent) | 0.3 | 96.6 | 97.0 |
| **Total products (millions of dollars)** | **2,610** | **97,027** | **99,638** |
| as share of provincial economy (percent) | 2.6 | 97.4 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **18,872** | **2,991** | **21,863** |
| as share of provincial economy (percent) | 2.9 | 0.5 | 3.4 |
| **All other jobs[3] (number)** | **3,097** | **623,459** | **626,556** |
| as share of provincial economy (percent) | 0.5 | 96.2 | 96.6 |
| **Total jobs (number)** | **21,970** | **626,450** | **648,419** |
| as share of provincial economy (percent) | 3.4 | 96.6 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 16**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Manitoba, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **110** | **9** | **120** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **19** | **49,173** | **49,192** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **129** | **49,182** | **49,311** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **197** | **28** | **225** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **31** | **99,383** | **99,413** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **227** | **99,411** | **99,638** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **2,560** | **244** | **2,803** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.4 |
| **All other jobs[3] (number)** | **295** | **645,321** | **645,616** |
| as share of provincial economy (percent) | 0.0 | 99.5 | 99.6 |
| **Total jobs (number)** | **2,855** | **645,564** | **648,419** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Saskatchewan[19]

### Culture

#### *Product perspective*

Culture GDP in Saskatchewan was $854 million in 2010, representing 1.4% of Saskatchewan's economy. There were 12,048 culture jobs in the province, or 2.2% of the total jobs in Saskatchewan.

*Governance, funding and professional support* domain had the largest share of culture GDP in Saskatchewan ($235 million) followed by *Audio-visual and interactive media* ($185 million) and *Visual and applied arts* ($164 million).

*Performing arts*, *Photography* and *Multi* sub-domains generated 16.3% of culture jobs in Saskatchewan. There were 731 jobs associated with *Performing arts*, 666 with *Multi* and 569 with *Photography*.

#### *Industry perspective*

GDP of culture industries at basic prices was $1.2 billion. It comprised $756 million coming from culture products and $470 million from other products. More than 45% of GDP of culture industries was contributed by culture industries within the *Governance, funding and professional support* ($239 million), *Audio-visual and interactive media* ($160 million) and *Written and published works* ($153 million) domains. There were 15,102 jobs in culture industries.

### Sport

#### *Product perspective*

Sport GDP contributed 0.2% ($139 million) to total provincial GDP. *Education and training* and *Organized sport* were the domains with the largest contributions ($49 million each). Sport jobs (2,595 jobs), largely in *Organized sport*, accounted for 0.5% of total jobs in the province.

#### *Industry perspective*

The GDP of sport industries, at $154 million, contributed 0.3% to Saskatchewan's GDP. Almost 68% of the jobs in sport industries (2,754 jobs) were associated with *Organized sport* (1,037 jobs), followed by *Education and training* (834 jobs).

19. Detailed tables by domain and sub domain are available in Appendix A.

**Table 17**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Saskatchewan, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **756** | **98** | **854** |
| as share of provincial economy (percent) | 1.2 | 0.2 | 1.4 |
| **All other products[2] (millions of dollars)** | **470** | **59,280** | **59,749** |
| as share of provincial economy (percent) | 0.8 | 97.8 | 98.6 |
| **Total products (millions of dollars)** | **1,226** | **59,378** | **60,603** |
| as share of provincial economy (percent) | 2.0 | 98.0 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **1,376** | **172** | **1,548** |
| as share of provincial economy (percent) | 1.2 | 0.1 | 1.3 |
| **All other products[2] (millions of dollars)** | **782** | **116,507** | **117,289** |
| as share of provincial economy (percent) | 0.7 | 98.0 | 98.7 |
| **Total products (millions of dollars)** | **2,158** | **116,679** | **118,837** |
| as share of provincial economy (percent) | 1.8 | 98.2 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **10,902** | **1,146** | **12,048** |
| as share of provincial economy (percent) | 2.0 | 0.2 | 2.2 |
| **All other jobs[3] (number)** | **4,199** | **533,889** | **538,090** |
| as share of provincial economy (percent) | 0.8 | 97.0 | 97.8 |
| **Total jobs (number)** | **15,102** | **535,036** | **550,138** |
| as share of provincial economy (percent) | 2.7 | 97.3 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 18**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Saskatchewan, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **133** | **6** | **139** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **20** | **60,443** | **60,464** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **154** | **60,449** | **60,603** |
| as share of provincial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **230** | **14** | **244** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **31** | **118,562** | **118,593** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **261** | **118,576** | **118,837** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **2,450** | **146** | **2,595** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.5 |
| **All other jobs[3] (number)** | **304** | **547,238** | **547,542** |
| as share of provincial economy (percent) | 0.1 | 99.5 | 99.5 |
| **Total jobs (number)** | **2,754** | **547,384** | **550,138** |
| as share of provincial economy (percent) | 0.5 | 99.5 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Alberta[20]

### Culture

#### *Product perspective*

Culture GDP in Alberta was $4.7 billion in 2010, representing 1.8% of Alberta's economy. This accounted for 9.9% of culture GDP in Canada. The number of culture jobs in the province was 55,923, or 2.7% of the total jobs in Alberta.

*Audio-visual and interactive media* had the largest share of culture GDP in Alberta ($1.5 billion) followed by *Written and published works* ($996 million) and *Visual and applied arts* ($861 million).

#### *Industry perspective*

In Alberta, GDP of culture industries was $5.5 billion, largely contributed by *Audio-visual and interactive media* ($1.2 billion) followed by *Written and published works* ($0.9 billion) and *Visual and applied arts* ($0.7 billion).

The number of jobs in culture industries totaled 62,309 in 2010. This included jobs associated with the production of culture and non-culture products and mostly in *Written and published works* (11,118 jobs) followed by *Visual and applied arts* (9,584 jobs) and *Audio-visual and interactive media* (8,085 jobs).

### Sport

#### *Product perspective*

Sport GDP was $574 million or 0.2% of Alberta's economy, of which more than 70% was contributed by *Organized sport* and *Education and training.* There were 11,320 sport jobs in Alberta or 0.5% of all jobs in the provincial economy in 2010. The majority of the sport jobs were in the *Organized sport* (6,528 jobs) and the *Education and training* (2,855 jobs) domains.

#### *Industry perspective*

Sport industries contributed 0.2% (or $620 million) to total provincial GDP. Sport industries accounted for 12,317 (0.6%) of total jobs in the province.

20. Detailed tables by domain and sub domain are available in Appendix A.

**Table 19**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Alberta, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **4,067** | **674** | **4,741** |
| as share of provincial economy (percent) | 1.6 | 0.3 | 1.8 |
| **All other products[2] (millions of dollars)** | **1,427** | **255,490** | **256,917** |
| as share of provincial economy (percent) | 0.5 | 97.6 | 98.2 |
| **Total products (millions of dollars)** | **5,493** | **256,164** | **261,657** |
| as share of provincial economy (percent) | 2.1 | 97.9 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **7,237** | **1,221** | **8,457** |
| as share of provincial economy (percent) | 1.4 | 0.2 | 1.7 |
| **All other products[2] (millions of dollars)** | **2,361** | **490,934** | **493,294** |
| as share of provincial economy (percent) | 0.5 | 97.8 | 98.3 |
| **Total products (millions of dollars)** | **9,597** | **492,154** | **501,751** |
| as share of provincial economy (percent) | 1.9 | 98.1 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **50,302** | **5,621** | **55,923** |
| as share of provincial economy (percent) | 2.4 | 0.3 | 2.7 |
| **All other jobs[3] (number)** | **12,008** | **2,017,594** | **2,029,602** |
| as share of provincial economy (percent) | 0.6 | 96.7 | 97.3 |
| **Total jobs (number)** | **62,309** | **2,023,217** | **2,085,525** |
| as share of provincial economy (percent) | 3.0 | 97.0 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 20**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Alberta, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **537** | **37** | **574** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **83** | **261,001** | **261,084** |
| as share of provincial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **620** | **261,038** | **261,657** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **881** | **76** | **957** |
| as share of provincial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **136** | **500,658** | **500,795** |
| as share of provincial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **1,018** | **500,734** | **501,751** |
| as share of provincial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **10,603** | **717** | **11,320** |
| as share of provincial economy (percent) | 0.5 | 0.0 | 0.5 |
| **All other jobs[3] (number)** | **1,714** | **2,072,492** | **2,074,206** |
| as share of provincial economy (percent) | 0.1 | 99.4 | 99.5 |
| **Total jobs (number)** | **12,317** | **2,073,209** | **2,085,525** |
| as share of provincial economy (percent) | 0.6 | 99.4 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## British Columbia[21]

### Culture

#### *Product perspective*

Culture GDP in British Columbia was $5.7 billion in 2010, representing 3.0% of its economy. This accounted for 12.0% of culture GDP in Canada. The number of culture jobs in the province was 87,996, or 3.8% of total jobs in British Columbia.

*Audio-visual and interactive media* ($1.8 billion) had the largest share of culture GDP, followed by *Visual and applied arts* ($1.2 billion) and *Written and published works* ($961 million). Together they accounted for 69.9% of culture GDP in British Columbia.

#### *Industry perspective*

GDP of culture industries was $6.1 billion composed of $4.8 billion from culture products and $1.3 billion from non-culture products. Main contributors were culture industries in the *Audio-visual and interactive media* ($1.3 billion), *Visual and applied arts* ($1.0 billion) and *Written and published works* ($0.9 billion) domains.

The number of jobs in culture industries was 94,839, or 4.1% of total jobs. This included jobs associated with the production of both culture and non-culture products. The largest contributors were culture industries in *Visual and applied arts* (19,900 jobs) and *Written and published works* (15,379 jobs).

### Sport

#### *Product perspective*

Sport GDP was $900 million or 0.5% of total provincial GDP. More than 50% of sport GDP was contributed by *Organized sport* ($484 million). Total sport jobs (20,398 jobs) accounted for 0.9% of total jobs in the province. The largest contributors to sport jobs were: *Organized sport* (13,542 jobs) and *Education and training* (4,126 jobs).

#### *Industry perspective*

The GDP of sport industries contributed $919 million or a 0.5% share of the provincial GDP *Organized sports* contributed $399 million, followed by *Education and training* ($207 million). British Columbia's sport industries contributed 17.6% to Canada's total sport output. Total jobs in sport industries (20,521) amounted to 0.9% of total jobs in the province.

21. Detailed tables by domain and sub domain are available in Appendix A.

**Table 21**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, British Columbia, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **4,811** | **902** | **5,713** |
| as share of provincial economy (percent) | 2.5 | 0.5 | 3.0 |
| **All other products[2] (millions of dollars)** | **1,297** | **184,080** | **185,377** |
| as share of provincial economy (percent) | 0.7 | 96.3 | 97.0 |
| **Total products (millions of dollars)** | **6,108** | **184,981** | **191,089** |
| as share of provincial economy (percent) | 3.2 | 96.8 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **8,806** | **1,645** | **10,452** |
| as share of provincial economy (percent) | 2.5 | 0.5 | 2.9 |
| **All other products[2] (millions of dollars)** | **2,187** | **345,432** | **347,620** |
| as share of provincial economy (percent) | 0.6 | 96.5 | 97.1 |
| **Total products (millions of dollars)** | **10,994** | **347,078** | **358,071** |
| as share of provincial economy (percent) | 3.1 | 96.9 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **78,435** | **9,562** | **87,996** |
| as share of provincial economy (percent) | 3.4 | 0.4 | 3.8 |
| **All other jobs[3] (number)** | **16,404** | **2,192,848** | **2,209,252** |
| as share of provincial economy (percent) | 0.7 | 95.5 | 96.2 |
| **Total jobs (number)** | **94,839** | **2,202,410** | **2,297,249** |
| as share of provincial economy (percent) | 4.1 | 95.9 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 22**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, British Columbia, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **826** | **73** | **900** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.5 |
| **All other products[2] (millions of dollars)** | **92** | **190,098** | **190,190** |
| as share of provincial economy (percent) | 0.0 | 99.5 | 99.5 |
| **Total products (millions of dollars)** | **919** | **190,171** | **191,089** |
| as share of provincial economy (percent) | 0.5 | 99.5 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **1,343** | **166** | **1,508** |
| as share of provincial economy (percent) | 0.4 | 0.0 | 0.4 |
| **All other products[2] (millions of dollars)** | **143** | **356,420** | **356,563** |
| as share of provincial economy (percent) | 0.0 | 99.5 | 99.6 |
| **Total products (millions of dollars)** | **1,486** | **356,586** | **358,071** |
| as share of provincial economy (percent) | 0.4 | 99.6 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **18,831** | **1,566** | **20,398** |
| as share of provincial economy (percent) | 0.8 | 0.1 | 0.9 |
| **All other jobs[3] (number)** | **1,690** | **2,275,161** | **2,276,851** |
| as share of provincial economy (percent) | 0.1 | 99.0 | 99.1 |
| **Total jobs (number)** | **20,521** | **2,276,727** | **2,297,249** |
| as share of provincial economy (percent) | 0.9 | 99.1 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Yukon[22]

### Culture

#### *Product perspective*

Culture GDP in the Yukon was $46 million in 2010, representing 2.0% Yukon's economy. The number of culture jobs in the territory was 743, or 3.5% of the total jobs in the territory *Governance, funding and professional support* generated $18 million or 39.1% of Yukon's total culture GDP.

#### *Industry perspective*

In the Yukon, the GDP of culture industries was $48 million. The largest contributor to GDP of culture industries was *Governance, funding and professional support*.

There were 764 jobs in culture industries mostly contributed by *Governance, funding and professional support* (179 jobs) and *Written and published works* (120 jobs).

### Sport

#### *Product perspective*

Sport GDP ($5 million) contributed 0.2% to total GDP of the Yukon. The largest contributors to sport GDP were *Governance, funding and professional support* and *Education and training*. Sport jobs (91 jobs) contributed 0.4% to total jobs in the Yukon economy. The majority of them (58 jobs) were in *Education and training* and *Governance, funding and professional support*.

#### *Industry perspective*

GDP of sport industries was $5 million, largely contributed by industries in the *Governance, funding and professional support* and *Education and training* domains.

Total jobs in sport industries reached 0.4% of total jobs in the territorial economy mostly in the *Governance, funding and professional support* and *Education and training domains*.

22. Detailed tables by domain and sub domain are available in Appendix A

**Table 23**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Yukon, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **43** | **3** | **46** |
| as share of territorial economy (percent) | 1.9 | 0.1 | 2.0 |
| **All other products[2] (millions of dollars)** | **5** | **2,199** | **2,204** |
| as share of territorial economy (percent) | 0.2 | 97.7 | 98.0 |
| **Total products (millions of dollars)** | **48** | **2,202** | **2,250** |
| as share of territorial economy (percent) | 2.1 | 97.9 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **75** | **5** | **80** |
| as share of territorial economy (percent) | 1.8 | 0.1 | 2.0 |
| **All other products[2] (millions of dollars)** | **9** | **3,969** | **3,978** |
| as share of territorial economy (percent) | 0.2 | 97.8 | 98.0 |
| **Total products (millions of dollars)** | **84** | **3,974** | **4,059** |
| as share of territorial economy (percent) | 2.1 | 97.9 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **696** | **48** | **743** |
| as share of territorial economy (percent) | 3.2 | 0.2 | 3.5 |
| **All other jobs[3] (number)** | **68** | **20,650** | **20,718** |
| as share of territorial economy (percent) | 0.3 | 96.2 | 96.5 |
| **Total jobs (number)** | **764** | **20,698** | **21,462** |
| as share of territorial economy (percent) | 3.6 | 96.4 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 24**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Yukon, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **5** | **0[p]** | **5** |
| as share of territorial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **1** | **2,245** | **2,245** |
| as share of territorial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **5** | **2,245** | **2,250** |
| as share of territorial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **8** | **1** | **8** |
| as share of territorial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **1** | **4,049** | **4,050** |
| as share of territorial economy (percent) | 0.0 | 99.8 | 99.8 |
| **Total products (millions of dollars)** | **9** | **4,050** | **4,059** |
| as share of territorial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **x** | **x** | **91** |
| as share of territorial economy (percent) | x | x | 0.4 |
| **All other jobs[3] (number)** | **x** | **x** | **21,371** |
| as share of territorial economy (percent) | x | x | 99.6 |
| **Total jobs (number)** | **90** | **21,372** | **21,462** |
| as share of territorial economy (percent) | 0.4 | 99.6 | 100.0 |

**0[p]** value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

**x** suppressed to meet the confidentiality requirements of the *Statistics Act*

1. Other industries are the remaining industries in the economy once sport industries have been excluded.
2. All other products are the remaining products in the economy once the sport products have been excluded (i.e. non-sport products).
3. All other jobs are associated with the production of non-sport products.

**Notes:** Totals may not add due to rounding

**Source:** Staistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Northwest Territories[23]

### Culture

#### *Product perspective*

Culture GDP in Northwest Territories was $64 million in 2010, representing 1.4% of the Northwest Territories' economy. *Governance, funding and professional support* ($31 million) had the largest share of culture GDP. There were 691 culture jobs, or 2.7% of the total jobs in the Northwest Territories.

#### *Industry perspective*

The GDP of culture industries was $66 million primarily in *Governance, funding and professional support* ($32 million) domain.

There were a total of 744 jobs in culture industries, again with the *Governance, funding and professional support* (290 jobs) domain being the largest contributors followed by *Written and published works* (128 jobs).

### Sport

#### *Product perspective*

Sport GDP was $7 million and accounted for 0.1% of total territorial GDP. *Governance, funding and professional support* and the *Education and training* domains contributed more than 50% of total sport GDP.

Sport jobs contributed 0.3% to total jobs in the territorial economy. Almost half of these jobs were in the *Governance, funding and professional support* and the *Education and training* domains.

#### *Industry perspective*

The total GDP of sport industries of $7 million contributed 0.2% to the total GDP of the Northwest Territories. A portion (43%) of GDP of sport industries was contributed by the *Governance, funding and professional support domain.*

Jobs in sport industries accounted for 0.3% of total jobs in the territorial economy.

23. Detailed tables by domain and sub domain are available in Appendix A

**Table 25**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Northwest Territories, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **60** | **4** | **64** |
| as share of territorial economy (percent) | 1.3 | 0.1 | 1.4 |
| **All other products[2] (millions of dollars)** | **6** | **4,604** | **4,610** |
| as share of territorial economy (percent) | 0.1 | 98.5 | 98.6 |
| **Total products (millions of dollars)** | **66** | **4,608** | **4,674** |
| as share of territorial economy (percent) | 1.4 | 98.6 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **117** | **9** | **127** |
| as share of territorial economy (percent) | 1.3 | 0.1 | 1.4 |
| **All other products[2] (millions of dollars)** | **12** | **8,986** | **8,998** |
| as share of territorial economy (percent) | 0.1 | 98.5 | 98.6 |
| **Total products (millions of dollars)** | **129** | **8,995** | **9,124** |
| as share of territorial economy (percent) | 1.4 | 98.6 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **673** | **18** | **691** |
| as share of territorial economy (percent) | 2.6 | 0.1 | 2.7 |
| **All other jobs[3] (number)** | **70** | **25,044** | **25,115** |
| as share of territorial economy (percent) | 0.3 | 97.1 | 97.3 |
| **Total jobs (number)** | **744** | **25,061** | **25,805** |
| as share of territorial economy (percent) | 2.9 | 97.1 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 26**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Northwest Territories, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **6** | **0[r]** | **7** |
| as share of territorial economy (percent) | 0.1 | 0.0 | 0.1 |
| **All other products[2] (millions of dollars)** | **1** | **4,667** | **4,668** |
| as share of territorial economy (percent) | 0.0 | 99.8 | 99.9 |
| **Total products (millions of dollars)** | **7** | **4,667** | **4,674** |
| as share of territorial economy (percent) | 0.2 | 99.8 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **11** | **0s** | **12** |
| as share of territorial economy (percent) | 0.1 | 0.0 | 0.1 |
| **All other products[2] (millions of dollars)** | **2** | **9,110** | **9,113** |
| as share of territorial economy (percent) | 0.0 | 99.8 | 99.9 |
| **Total products (millions of dollars)** | **14** | **9,111** | **9,124** |
| as share of territorial economy (percent) | 0.1 | 99.9 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **x** | **x** | **77** |
| as share of territorial economy (percent) | x | x | 0.3 |
| **All other jobs[3] (number)** | **x** | **x** | **25,728** |
| as share of territorial economy (percent) | x | x | 99.7 |
| **Total jobs (number)** | **84** | **25,720** | **25,805** |
| as share of territorial economy (percent) | 0.3 | 99.7 | 100.0 |

0[r] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. Other industries are the remaining industries in the economy once sport industries have been excluded.
2. All other products are the remaining products in the economy once the sport products have been excluded (i.e. non-sport products).
3. All other jobs are associated with the production of non-sport products.

**Notes:** Totals may not add due to rounding

**Source:** Staistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Nunavut[24]

### Culture

#### *Product perspective*

Culture GDP in Nunavut was $53 million in 2010, representing 2.7% of Nunavut's economy. Governance, funding and professional support ($39 million) had the largest share of culture GDP followed by *Education and training* ($5 million) and *Audio-visual and interactive media* ($4 million). Culture jobs contributed 3.8% of jobs (473 jobs) in the economy.

#### *Industry perspective*

The GDP of culture industries was $56 million, coming primarily from the *Governance, funding and professional support* ($39 million) domain. Total jobs in culture industries were 526 jobs in 2010. Half of the total jobs in culture industries were contributed by the *Governance, funding and professional support domain.*

### Sport

#### *Product perspective*

Sport GDP reached $5 million or 0.3% of total territorial GDP in 2010. A large portion of sport GDP (80%) was contributed by the *Governance, funding and professional support* and the *Education and training* domains. Sport jobs represented 0.6% of total jobs in the economy. Most sport jobs were in the *Governance, funding and professional support* domain (36%) followed by *Education and training* (19%).

#### *Industry perspective*

GDP of sport industries accounted for $5 million; including $1 million from non-sport products. Sport industries in the *Governance, funding and professional support* domain contributed more than 50% of the GDP of sport industries. The total number of jobs in sport industries equaled 80 jobs. The *Governance, funding and professional support* domain was the largest contributor (37.5%) to total jobs in sport industries.

24. Detailed tables by domain and sub domain are available in Appendix A.

**Table 27**

## Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Nunavut, 2010

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **52** | **1** | **53** |
| as share of territorial economy (percent) | 2.7 | 0.1 | 2.7 |
| **All other products[2] (millions of dollars)** | **5** | **1,879** | **1,884** |
| as share of territorial economy (percent) | 0.2 | 97.0 | 97.3 |
| **Total products (millions of dollars)** | **56** | **1,880** | **1,937** |
| as share of territorial economy (percent) | 2.9 | 97.1 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **112** | **2** | **114** |
| as share of territorial economy (percent) | 2.9 | 0.1 | 2.9 |
| **All other products[2] (millions of dollars)** | **9** | **3,756** | **3,765** |
| as share of territorial economy (percent) | 0.2 | 96.8 | 97.1 |
| **Total products (millions of dollars)** | **121** | **3,758** | **3,880** |
| as share of territorial economy (percent) | 3.1 | 96.9 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **458** | **16** | **473** |
| as share of territorial economy (percent) | 3.7 | 0.1 | 3.8 |
| **All other jobs[3] (number)** | **68** | **11,904** | **11,972** |
| as share of territorial economy (percent) | 0.5 | 95.7 | 96.2 |
| **Total jobs (number)** | **526** | **11,920** | **12,446** |
| as share of territorial economy (percent) | 4.2 | 95.8 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table 28**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Nunavut, 2010

| | Sport industries | Other industries1 | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Sport products (millions of dollars)** | **5** | **0[0]** | **5** |
| as share of territorial economy (percent) | 0.3 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **1** | **1,931** | **1,932** |
| as share of territorial economy (percent) | 0.0 | 99.7 | 99.7 |
| **Total products (millions of dollars)** | **5** | **1,931** | **1,937** |
| as share of territorial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Sport products (millions of dollars)** | **9** | **0[0]** | **9** |
| as share of territorial economy (percent) | 0.2 | 0.0 | 0.2 |
| **All other products[2] (millions of dollars)** | **1** | **3,870** | **3,871** |
| as share of territorial economy (percent) | 0.0 | 99.7 | 99.8 |
| **Total products (millions of dollars)** | **10** | **3,870** | **3,880** |
| as share of territorial economy (percent) | 0.3 | 99.7 | 100.0 |
| **Jobs** | | | |
| **Sport jobs (number)** | **x** | **x** | **75** |
| as share of territorial economy (percent) | x | x | 0.6 |
| **All other jobs[3] (number)** | **x** | **x** | **12,370** |
| as share of territorial economy (percent) | x | x | 99.4 |
| **Total jobs (number)** | **80** | **12,366** | **12,446** |
| as share of territorial economy (percent) | 0.6 | 99.4 | 100.0 |

0[0] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
x suppressed to meet the confidentiality requirements of the *Statistics Act*
1. Other industries are the remaining industries in the economy once sport industries have been excluded.
2. All other products are the remaining products in the economy once the sport products have been excluded (i.e. non-sport products).
3. All other jobs are associated with the production of non-sport products.

**Notes:** Totals may not add due to rounding.
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

## Conclusion and next steps

The PTCSA measures, for the first time, the economic importance of culture and sport in every province and territory in Canada. It allows government, stakeholders, professional organizations and industry to understand the contribution of the culture sector to each of these economies and use this information for informed decision making.

This study has revealed that culture and sport play a significant role in each of the provincial and territorial economies, in terms of GDP, output and jobs. Culture contributed 3.0% ($47,673 million) to Canada's GDP, while sport added 0.3% ($4,881 million). For the provinces and territories, the importance of culture and sport varied by jurisdiction from of 1.4% in Newfoundland, Saskatchewan and the Northwest Territories to 3.7% in Ontario. As a proportion of total provincial jobs, culture jobs contributed in Ontario at 4.1% and Saskatchewan at 2.2%. The importance of sport jobs to the provincial and territorial employment also varied across the country, from 0.9% in British Columbia to 0.3% in the Northwest Territories.

In an effort to improve the timeliness of the PTCSA, a feasibility study to develop annual indicators, at the domain level, is currently underway for reference years 2010 to 2013. The annual PTCSA indicators will measure the importance of culture and sport in a regular and timelier fashion. These estimates will be benchmarked to and projected from the 2010 PTCSA. The official release of the 2010 to 2014 annual PTCSA indicators is expected in 2016.

# Appendices

## Appendix A Data tables

**Table A.1**

**Culture GDP at basic prices, by domain and sub-domain, by province and territory, 2010 (product perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, culture GDP (millions of dollars)** | **47,673** | **379** | **121** | **868** | **641** | **10,882** | **21,896** | **1,416** | **854** | **4,741** | **5,713** | **46** | **64** | **53** |
| distribution of culture GDP (percent) | 100.0 | 0.8 | 0.3 | 1.8 | 1.3 | 22.8 | 45.9 | 3.0 | 1.8 | 9.9 | 12.0 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 3.0 | 1.4 | 2.5 | 2.6 | 2.3 | 3.5 | 3.7 | 2.9 | 1.4 | 1.8 | 3.0 | 2.0 | 1.4 | 2.7 |
| | millions of dollars | | | | | | | | | | | | | |
| **Heritage and libraries** | **690** | **5** | **1** | **14** | **14** | **171** | **179** | **38** | **14** | **172** | **81** | **1** | **0[e]** | **0[e]** |
| Archives | 7 | x | x | x | x | 4 | 3 | x | x | 0[e] | 0[e] | x | x | x |
| Libraries | 127 | x | x | x | x | 23 | 11 | x | x | 89 | 2 | x | x | x |
| Culture heritage | 354 | 4 | 1 | 11 | 6 | 82 | 108 | 22 | 9 | 55 | 56 | x | x | x |
| Natural heritage | 201 | 1 | 0[e] | 2 | 8 | 62 | 57 | 14 | 5 | 28 | 23 | x | x | x |
| **Live performance** | **2,124** | **17** | **4** | **34** | **26** | **771** | **748** | **73** | **33** | **189** | **224** | **3** | **3** | **0[e]** |
| Performing arts | 1,986 | 15 | 4 | 30 | 23 | 690 | 732 | 60 | 28 | 181 | 218 | x | x | x |
| Festivals and celebrations | 138 | 1 | 0[e] | 4 | 3 | 81 | 16 | 12 | 5 | 8 | 6 | x | x | x |
| **Visual and applied arts** | **9,456** | **45** | **19** | **124** | **148** | **1,892** | **4,716** | **271** | **164** | **861** | **1,196** | **7** | **9** | **2** |
| Original visual art | 98 | 2 | x | 6 | 2 | 26 | 24 | 3 | 3 | 16 | 15 | x | x | x |
| Art reproductions | 32 | x | x | x | x | 9 | 5 | x | x | 7 | 11 | x | x | x |
| Photography | 1,035 | x | x | 15 | 13 | 187 | 421 | 80 | 41 | 137 | 127 | x | x | x |
| Crafts | 2,003 | 3 | 1 | 11 | 80 | 323 | 1,179 | x | x | 99 | 173 | x | x | x |
| Advertising | 1,852 | x | x | x | x | 330 | 1,101 | 26 | 28 | 132 | 189 | x | x | x |
| Architecture | 1,207 | 10 | 3 | 15 | 12 | 232 | 511 | 32 | 27 | 181 | 179 | 2 | 3 | 1 |
| Design | 3,230 | 15 | x | 55 | x | 786 | 1,475 | 40 | 23 | 288 | 503 | x | x | x |
| **Written and published works[1]** | **10,173** | **64** | **23** | **179** | **103** | **2,508** | **4,804** | **367** | **154** | **996** | **961** | **6** | **8** | **2** |
| Books | 1,151 | x | x | 4 | 5 | 345 | 656 | x | x | 35 | 39 | x | x | x |
| Periodicals | 1,730 | x | x | x | x | 424 | 874 | x | x | x | 153 | x | x | x |
| Newspapers | 2,887 | x | x | 62 | x | 631 | 1,196 | x | x | 353 | 364 | x | x | x |
| Other published works | 59 | x | x | x | x | 6 | 28 | 1 | x | x | 15 | x | x | x |
| Collected information | 625 | 7 | 3 | 17 | 18 | 100 | 204 | 23 | 17 | 127 | 108 | x | x | x |
| Multi sub-domain[2] | 3,721 | x | x | x | x | 1,002 | 1,845 | 113 | 31 | 332 | 282 | x | x | x |
| **Audio-visual and interactive media** | **14,844** | **104** | **26** | **245** | **167** | **3,526** | **6,880** | **335** | **185** | **1,517** | **1,837** | **8** | **10** | **4** |
| Film and video | 3,464 | 27 | 4 | 74 | 31 | 781 | 1,882 | 47 | 24 | 188 | 402 | 2 | 2 | 1 |
| Broadcasting | 8,108 | x | x | x | x | 1,896 | 3,634 | x | x | 1,043 | x | x | x | x |
| Interactive media | 3,272 | x | x | x | x | 850 | 1,365 | x | x | 287 | x | x | x | x |
| **Sound recording** | 569 | x | x | x | x | 148 | 296 | x | x | 43 | 53 | x | x | x |
| Music publishing | 141 | x | x | x | x | 34 | 60 | x | x | x | 23 | x | x | x |
| Sound recording | 428 | x | x | x | x | 114 | 238 | x | x | x | 30 | x | x | x |
| **Education and training** | **3,400** | **45** | **11** | **80** | **45** | **769** | **1,481** | **79** | **61** | **374** | **446** | **2** | **2** | **5** |
| **Governance, funding and professional support** | **5,822** | **94** | **35** | **179** | **130** | **950** | **2,497** | **237** | **235** | **545** | **831** | **18** | **31** | **39** |
| **Multi[3]** | **596** | **x** | **x** | **x** | **x** | **146** | **293** | **x** | **x** | **43** | **85** | **x** | **x** | **x** |
| **Total economy GDP** | **1,564,105** | **27,176** | **4,824** | **33,854** | **27,746** | **309,059** | **589,924** | **49,311** | **60,603** | **261,657** | **191,089** | **2,250** | **4,674** | **1,937** |

0[e] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.2**

**Culture output, by domain and sub-domain, by province and territory, 2010 (product perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, culture output (millions of dollars)** | **92,687** | **638** | **203** | **1,497** | **1,098** | **20,364** | **45,077** | **3,030** | **1,548** | **8,457** | **10,452** | **80** | **127** | **114** |
| distribution of culture GDP (percent) | 100.0 | 0.7 | 0.2 | 1.6 | 1.2 | 22.0 | 48.6 | 3.3 | 1.7 | 9.1 | 11.3 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 3.0 | 1.3 | 2.3 | 2.3 | 1.7 | 3.3 | 3.7 | 3.0 | 1.3 | 1.7 | 2.9 | 2.0 | 1.4 | 2.9 |
| | | | | | | | millions of dollars | | | | | | | |
| **Heritage and libraries** | **1,531** | **10** | **2** | **27** | **28** | **332** | **378** | **82** | **31** | **437** | **199** | **3** | **1** | **1** |
| Archives | 22 | x | x | x | x | 10 | 9 | x | x | 1 | 0[F] | x | x | x |
| Libraries | 398 | x | x | x | x | 78 | 37 | x | x | 270 | 6 | x | x | x |
| Culture heritage | 722 | 8 | 2 | 22 | 11 | 144 | 215 | 46 | 18 | 109 | 144 | x | x | x |
| Natural heritage | 390 | 2 | 0[F] | 5 | 16 | 99 | 118 | 32 | 11 | 57 | 48 | x | x | x |
| **Live performance** | **3,933** | **31** | **7** | **67** | **51** | **1,166** | **1,478** | **167** | **71** | **375** | **506** | **7** | **8** | **0[F]** |
| Performing arts | 3,670 | 28 | 7 | 58 | 44 | 1,033 | 1,443 | 136 | 59 | 357 | 491 | x | x | x |
| Festivals and celebrations | 263 | 3 | 0[F] | 9 | 7 | 132 | 35 | 31 | 12 | 18 | 15 | x | x | x |
| **Visual and applied arts** | **18,989** | **75** | **31** | **215** | **250** | **3,589** | **9,904** | **866** | **281** | **1,572** | **2,168** | **13** | **21** | **4** |
| Original visual art | 182 | 4 | x | 12 | 4 | 41 | 49 | 6 | 5 | 29 | 29 | x | x | x |
| Art reproductions | 58 | x | x | x | x | 15 | 9 | x | x | 13 | 21 | x | x | x |
| Photography | 1,868 | x | x | 25 | 24 | 345 | 782 | 118 | 63 | 256 | 231 | x | x | x |
| Crafts | 5,819 | 5 | 1 | 21 | 130 | 785 | 3,662 | x | x | 200 | 357 | x | x | x |
| Advertising | 3,323 | x | x | x | x | 626 | 1,945 | 48 | 49 | 236 | 343 | x | x | x |
| Architecture | 1,865 | 17 | 4 | 24 | 20 | 388 | 721 | 49 | 45 | 303 | 284 | 3 | 6 | 1 |
| Design | 5,873 | 24 | x | 97 | x | 1,389 | 2,736 | 74 | 38 | 535 | 903 | x | x | x |
| **Written and published works[1]** | **20,641** | **114** | **42** | **312** | **179** | **5,031** | **10,220** | **713** | **307** | **1,761** | **1,931** | **11** | **15** | **5** |
| Books | 2,385 | x | x | 7 | 7 | 743 | 1,361 | x | x | 67 | 68 | x | x | x |
| Periodicals | 3,684 | x | x | x | x | 976 | 1,930 | x | x | x | 293 | x | x | x |
| Newspapers | 5,750 | x | x | 114 | x | 1,144 | 2,630 | x | x | 612 | 743 | x | x | x |
| Other published works | 122 | x | x | x | x | 12 | 62 | 2 | x | x | 28 | x | x | x |
| Collected information | 1,378 | 12 | 5 | 31 | 28 | 267 | 503 | 44 | 48 | 215 | 224 | x | x | x |
| Multi sub-domain[2] | 7,321 | x | x | x | x | 1,890 | 3,734 | 236 | 57 | 626 | 575 | x | x | x |
| **Audio-visual and interactive media** | **29,654** | **170** | **41** | **421** | **293** | **6,770** | **14,947** | **632** | **361** | **2,645** | **3,334** | **13** | **18** | **7** |
| Film and video | 8,392 | 36 | 9 | 114 | 57 | 1,851 | 4,834 | 107 | 73 | 344 | 958 | 4 | 4 | 1 |
| Broadcasting | 15,736 | x | x | x | x | 3,537 | 7,723 | x | x | 1,798 | x | x | x | x |
| Interactive media | 5,526 | x | x | x | x | 1,381 | 2,389 | x | x | 504 | x | x | x | x |
| **Sound recording** | 1,404 | x | x | x | x | 323 | 839 | x | x | 79 | 112 | x | x | x |
| Music publishing | 345 | x | x | x | x | 80 | 168 | x | x | x | 52 | x | x | x |
| Sound recording | 1,059 | x | x | x | x | 243 | 672 | x | x | x | 60 | x | x | x |
| **Education and training** | **4,552** | **58** | **16** | **108** | **60** | **1,016** | **1,976** | **113** | **87** | **511** | **592** | **3** | **3** | **10** |
| **Governance, funding and professional support** | **10,820** | **170** | **60** | **320** | **220** | **1,883** | **4,762** | **424** | **396** | **1,005** | **1,404** | **30** | **60** | **87** |
| **Multi[3]** | **1,163** | **x** | **x** | **x** | **x** | **254** | **573** | **x** | **x** | **72** | **206** | **x** | **x** | **x** |
| **Total economy output** | **3,095,434** | **47,418** | **8,931** | **65,496** | **64,321** | **610,659** | **1,203,250** | **99,638** | **118,837** | **501,751** | **358,071** | **4,059** | **9,124** | **3,880** |

0[F] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.3**

## Culture jobs, by domain and sub-domain, by province and territory, 2010 (product perspective)

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, culture jobs (number)** | **642,486** | **5,155** | **1,947** | **14,305** | **9,381** | **153,155** | **278,801** | **21,863** | **12,048** | **55,923** | **87,996** | **743** | **691** | **473** |
| distribution of culture jobs (percent) | 100.0 | 0.8 | 0.3 | 2.2 | 1.5 | 23.8 | 43.4 | 3.4 | 1.9 | 8.7 | 13.7 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 3.7 | 2.4 | 2.8 | 3.1 | 2.6 | 3.9 | 4.1 | 3.4 | 2.2 | 2.7 | 3.8 | 3.5 | 2.7 | 3.8 |
| | number of jobs | | | | | | | | | | | | | |
| **Heritage and libraries** | **17,736** | **165** | **62** | **490** | **541** | **4,009** | **4,555** | **1,081** | **398** | **4,148** | **2,186** | **37** | **x** | **x** |
| Archives | 146 | x | x | x | x | 80 | 42 | x | x | x | x | x | x | x |
| Libraries | 2,404 | x | x | x | x | 535 | 188 | x | x | x | x | x | x | x |
| Culture heritage | 9,779 | 134 | 61 | 376 | 230 | 2,009 | 2,841 | 632 | 236 | 1,725 | 1,503 | x | x | x |
| Natural heritage | 5,407 | 30 | x | 109 | 308 | 1,384 | 1,484 | 404 | 142 | 847 | 629 | x | x | x |
| **Live performance** | **56,505** | **472** | **198** | **1,561** | **1,086** | **16,938** | **20,848** | **2,258** | **873** | **5,591** | **6,500** | **101** | **x** | **x** |
| Performing arts | 52,750 | 427 | x | 1,316 | 941 | 15,074 | 20,410 | 1,856 | 731 | 5,316 | 6,325 | x | x | x |
| Festivals and celebrations | 3,755 | 46 | x | 244 | 145 | 1,864 | 439 | 402 | 141 | 275 | 176 | x | x | x |
| **Visual and applied arts** | **153,828** | **753** | **372** | **2,725** | **1,825** | **32,068** | **72,785** | **4,956** | **2,439** | **11,932** | **23,755** | **130** | **x** | **x** |
| Original visual art | 2,884 | 67 | x | 286 | 63 | 631 | 674 | 92 | 77 | 470 | 495 | x | x | x |
| Art reproductions | 727 | x | x | x | x | 190 | 143 | x | x | 120 | 267 | x | x | x |
| Photography | 19,169 | x | x | 356 | 290 | 4,254 | 7,627 | 1,035 | 569 | 1,984 | 2,761 | x | x | x |
| Crafts | 28,990 | 37 | 11 | 251 | 569 | 5,051 | 16,768 | x | x | 1,147 | 2,729 | x | x | x |
| Advertising | 31,877 | x | x | x | x | 6,002 | 18,252 | 593 | 385 | 1,977 | 3,765 | x | x | x |
| Architecture | 12,753 | 122 | 39 | 205 | 143 | 2,665 | 5,191 | 334 | 250 | 1,428 | 2,329 | 23 | x | x |
| Design | 57,428 | 221 | x | 1,185 | x | 13,275 | 24,130 | 1,179 | 492 | 4,806 | 11,409 | x | x | x |
| **Written and published works[1]** | **145,339** | **665** | **310** | **3,397** | **1,834** | **35,429** | **67,130** | **5,872** | **2,165** | **11,646** | **16,413** | **119** | **128** | **29** |
| Books | 13,835 | x | x | 50 | 60 | 4,281 | 7,494 | x | x | 256 | 432 | x | x | x |
| Periodicals | 20,297 | x | x | x | x | 5,488 | 10,344 | x | x | x | 1,873 | x | x | x |
| Newspapers | 38,814 | x | x | 1,086 | x | 7,480 | 16,717 | x | x | 3,496 | 6,293 | x | x | x |
| Other published works | 712 | x | x | x | x | 74 | 355 | x | x | x | 169 | x | x | x |
| Collected information | 7,046 | 69 | 20 | 234 | 202 | 1,350 | 2,571 | 172 | 222 | 824 | 1,373 | x | x | x |
| Multi sub-domain[2] | 64,635 | x | x | x | x | 16,756 | 29,649 | 2,523 | 666 | 5,974 | 6,274 | x | x | x |
| **Audio-visual and interactive media** | **126,294** | **822** | **253** | **2,300** | **1,592** | **33,219** | **54,700** | **2,766** | **2,077** | **9,533** | **18,765** | **117** | **97** | **53** |
| Film and video | 45,545 | 225 | 82 | 809 | 471 | 12,320 | 20,376 | 864 | 534 | 2,215 | 7,565 | 42 | x | x |
| Broadcasting | 50,447 | x | x | x | x | 12,594 | 22,628 | x | x | 5,009 | x | x | x | x |
| Interactive media | 30,301 | x | x | x | x | 8,305 | 11,697 | x | x | 2,308 | x | x | x | x |
| **Sound recording** | 12,633 | x | x | x | x | 3,662 | 5,374 | x | x | 1,173 | 1,436 | x | x | x |
| Music publishing | 2,740 | x | x | x | x | 548 | 1,027 | x | x | x | 558 | x | x | x |
| Sound recording | 9,893 | x | x | x | x | 3,114 | 4,347 | x | x | x | 878 | x | x | x |
| **Education and training** | **51,590** | **810** | **207** | **1,236** | **758** | **11,754** | **21,883** | **1,421** | **1,037** | **5,004** | **7,360** | **48** | **24** | **48** |
| **Governance, funding and professional support** | **73,245** | **1,179** | **497** | **2,195** | **1,536** | **15,244** | **29,211** | **3,152** | **2,814** | **6,538** | **10,162** | **175** | **283** | **260** |
| **Multi[3]** | **5,316** | **x** | **x** | **x** | **x** | **832** | **2,315** | **x** | **x** | **358** | **1,419** | **x** | **x** | **x** |
| **Total economy jobs** | **17,384,467** | **212,620** | **69,772** | **465,062** | **361,105** | **3,881,823** | **6,753,042** | **648,419** | **550,138** | **2,085,525** | **2,297,249** | **21,462** | **25,805** | **12,446** |

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.4**

## Sport GDP at basic prices, by domain and sub-domain, by province and territory, 2010 (product perspective)

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, sport GDP (millions of dollars)** | **4,881** | **42** | **20** | **88** | **81** | **807** | **2,094** | **120** | **139** | **574** | **900** | **5** | **7** | **5** |
| distribution of sport GDP (percent) | 100.0 | 0.9 | 0.4 | 1.8 | 1.7 | 16.5 | 42.9 | 2.4 | 2.9 | 11.8 | 18.4 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 0.3 | 0.2 | 0.4 | 0.3 | 0.3 | 0.3 | 0.4 | 0.2 | 0.2 | 0.2 | 0.5 | 0.2 | 0.1 | 0.3 |
| | millions of dollars | | | | | | | | | | | | | |
| Organized sport | 2,288 | 8 | 3 | 18 | 18 | 411 | 1,019 | 45 | 49 | 230 | 484 | x | x | x |
| Informal sport | 267 | 3 | 1 | 7 | 3 | 60 | 114 | 8 | 5 | 27 | 35 | x | x | x |
| Education and training | 1,432 | 19 | 11 | 43 | 41 | 226 | 615 | 39 | 49 | 180 | 205 | 2 | 2 | 2 |
| Governance, funding and professional support | 895 | 11 | 6 | 20 | 19 | 110 | 346 | 27 | 37 | 136 | 175 | 2 | 2 | 2 |
| **Total economy GDP** | **1,564,105** | **27,176** | **4,824** | **33,854** | **27,746** | **309,059** | **589,924** | **49,311** | **60,603** | **261,657** | **191,089** | **2,250** | **4,674** | **1,937** |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.5**

## Sport output, by domain and sub-domain, by province and territory, 2010 (product perspective)

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, sport output (millions of dollars)** | **8,113** | **67** | **32** | **140** | **128** | **1,193** | **3,591** | **225** | **244** | **957** | **1,508** | **8** | **12** | **9** |
| distribution of sport output (percent) | 100.0 | 0.8 | 0.4 | 1.7 | 1.6 | 14.7 | 44.3 | 2.8 | 3.0 | 11.8 | 18.6 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 0.3 | 0.1 | 0.4 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 |
| | millions of dollars | | | | | | | | | | | | | |
| Organized sport | 4,034 | 14 | 5 | 32 | 32 | 545 | 1,889 | 101 | 100 | 429 | 881 | x | x | x |
| Informal sport | 531 | 7 | 2 | 15 | 7 | 122 | 225 | 16 | 10 | 54 | 70 | x | x | x |
| Education and training | 1,953 | 25 | 15 | 57 | 54 | 313 | 831 | 58 | 70 | 247 | 276 | 2 | 3 | 2 |
| Governance, funding and professional support | 1,596 | 21 | 10 | 36 | 34 | 213 | 647 | 50 | 64 | 227 | 280 | 4 | 4 | 5 |
| **Total economy output** | **3,095,434** | **47,418** | **8,931** | **65,496** | **64,321** | **610,659** | **1,203,250** | **99,638** | **118,837** | **501,751** | **358,071** | **4,059** | **9,124** | **3,880** |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.6**

## Sport jobs, by domain and sub-domain, by province and territory, 2010 (product perspective)

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total, sport jobs (number)** | **101,863** | **827** | **387** | **2,103** | **1,714** | **15,741** | **43,730** | **2,803** | **2,595** | **11,320** | **20,398** | **91** | **77** | **75** |
| distribution of sport jobs (percent) | 100.0 | 0.8 | 0.4 | 2.1 | 1.7 | 15.5 | 42.9 | 2.8 | 2.5 | 11.1 | 20.0 | 0.1 | 0.1 | 0.1 |
| as share of provincial/territorial economy (percent) | 0.6 | 0.4 | 0.6 | 0.5 | 0.5 | 0.4 | 0.6 | 0.4 | 0.5 | 0.5 | 0.9 | 0.4 | 0.3 | 0.6 |
| | number of jobs | | | | | | | | | | | | | |
| Organized sport | 59,940 | 256 | 110 | 918 | 729 | 8,123 | 27,071 | 1,409 | 1,188 | 6,528 | 13,542 | x | x | x |
| Informal sport | 6,128 | 87 | 35 | 207 | 101 | 1,544 | 2,293 | 212 | 140 | 617 | 851 | x | x | x |
| Education and training | 25,895 | 356 | 175 | 737 | 665 | 4,576 | 10,673 | 844 | 819 | 2,855 | 4,126 | 34 | 21 | 14 |
| Governance, funding and professional support | 9,900 | 128 | 67 | 242 | 220 | 1,499 | 3,693 | 338 | 448 | 1,320 | 1,878 | 24 | 17 | 27 |
| **Total economy jobs** | **17,384,467** | **212,620** | **69,772** | **465,062** | **361,105** | **3,881,823** | **6,753,042** | **648,419** | **550,138** | **2,085,525** | **2,297,249** | **21,462** | **25,805** | **12,446** |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.7**

**GDP of culture industries at basic prices, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | millions of dollars | | | | | | | | | | | | | |
| **Total, GDP of culture industries, culture products** | 40,915 | 347 | 111 | 787 | 500 | 9,431 | 18,771 | 1,181 | 756 | 4,067 | 4,811 | 43 | 60 | 52 |
| **Heritage and libraries** | 556 | 5 | 1 | 13 | 10 | 146 | 148 | 34 | 13 | 109 | 75 | 1 | 0[0] | 0[0] |
| Archives | 4 | x | x | x | x | 2 | 1 | x | x | 0[0] | 0[0] | x | x | x |
| Libraries | 54 | x | x | x | x | 12 | 5 | x | x | 35 | 1 | x | x | x |
| Culture heritage | 326 | 4 | 1 | 10 | 4 | 75 | 97 | 20 | 8 | 50 | 54 | x | x | x |
| Natural heritage | 172 | 1 | 0[0] | 2 | 5 | 57 | 45 | 13 | 5 | 24 | 20 | x | x | x |
| **Live performance** | 1,853 | 11 | 3 | 28 | 18 | 672 | 658 | 69 | 29 | 152 | 207 | 3 | 3 | 0[0] |
| Performing arts | 1,730 | 10 | 3 | 24 | 16 | 600 | 644 | 58 | 24 | 145 | 201 | x | x | x |
| Festivals and celebrations | 123 | 1 | 0[0] | 4 | 2 | 72 | 14 | 11 | 5 | 7 | 6 | x | x | x |
| **Visual and applied arts** | 7,134 | 39 | 18 | 105 | 74 | 1,616 | 3,417 | 124 | 93 | 666 | 967 | 6 | 7 | 2 |
| Original visual art | 87 | 2 | x | 6 | 1 | 23 | 20 | 3 | 2 | 14 | 14 | x | x | x |
| Art reproductions | 32 | x | x | x | x | 9 | 5 | x | x | 7 | 11 | x | x | x |
| Photography | 605 | x | x | 11 | 8 | 124 | 263 | 23 | 15 | 67 | 84 | x | x | x |
| Crafts | 263 | 1 | 1 | 2 | 12 | 64 | 118 | x | x | 19 | 28 | x | x | x |
| Advertising | 1,539 | x | x | x | x | 292 | 948 | 17 | 17 | 88 | 145 | x | x | x |
| Architecture | 1,142 | 8 | 2 | 13 | 10 | 219 | 492 | 30 | 25 | 170 | 168 | 2 | 3 | 1 |
| Design | 3,464 | 16 | x | 56 | x | 886 | 1,570 | 42 | 24 | 302 | 517 | x | x | x |
| **Written and published works[1]** | 9,612 | 59 | 21 | 168 | 99 | 2,356 | 4,560 | 342 | 153 | 939 | 898 | 6 | 8 | 2 |
| Books | 705 | x | x | 2 | 3 | 176 | 486 | x | x | 11 | 23 | x | x | x |
| Periodicals | 1,291 | x | x | x | x | 262 | 725 | x | x | x | 109 | x | x | x |
| Newspapers | 2,702 | x | x | 59 | x | 555 | 1,101 | x | x | 358 | 342 | x | x | x |
| Other published works | 33 | x | x | x | x | 2 | 14 | 1 | x | x | 12 | x | x | x |
| Collected information | 493 | 5 | 2 | 14 | 14 | 83 | 159 | 20 | 14 | 102 | 79 | x | x | x |
| Multi sub-domain[2] | 4,387 | x | x | x | x | 1,277 | 2,074 | 173 | 41 | 363 | 332 | x | x | x |
| **Audio-visual and interactive media** | 11,062 | 80 | 20 | 198 | 112 | 2,516 | 5,262 | 274 | 160 | 1,158 | 1,265 | 6 | 8 | 3 |
| Film and video | 3,348 | 26 | 4 | 75 | 30 | 742 | 1,812 | 45 | 24 | 185 | 400 | 2 | 1 | 0 |
| Broadcasting | 6,051 | x | x | x | x | 1,376 | 2,732 | x | x | 794 | x | x | x | x |
| Interactive media | 1,664 | x | x | x | x | 398 | 717 | x | x | 179 | x | x | x | x |
| **Sound recording** | 492 | x | x | x | x | 120 | 265 | x | x | 39 | 46 | x | x | x |
| Music publishing | 77 | x | x | x | x | 9 | 37 | x | x | x | 16 | x | x | x |
| Sound recording | 415 | x | x | x | x | 112 | 228 | x | x | x | 30 | x | x | x |
| **Education and training** | 3,448 | 47 | 11 | 82 | 46 | 778 | 1,498 | 81 | 62 | 382 | 453 | 2 | 2 | 5 |
| **Governance, funding and professional support** | 6,249 | 100 | 36 | 183 | 133 | 1,085 | 2,714 | 243 | 239 | 583 | 844 | 18 | 32 | 39 |
| **Multi[3]** | 509 | x | x | x | x | 141 | 249 | x | x | 38 | 57 | x | x | x |
| **Total, GDP of culture industries, all other products** | 12,448 | 77 | 79 | 353 | 129 | 3,342 | 5,065 | 193 | 470 | 1,427 | 1,297 | 5 | 6 | 5 |
| **Total, GDP of culture industries** | 53,363 | 424 | 190 | 1,140 | 628 | 12,774 | 23,836 | 1,374 | 1,226 | 5,493 | 6,108 | 48 | 66 | 56 |
| **Total economy** | 1,564,105 | 27,176 | 4,824 | 33,854 | 27,746 | 309,059 | 589,924 | 49,311 | 60,603 | 261,657 | 191,089 | 2,250 | 4,674 | 1,937 |
| | percent | | | | | | | | | | | | | |
| Distribution of GDP of culture industries | 100.0 | 0.8 | 0.4 | 2.1 | 1.2 | 23.9 | 44.7 | 2.6 | 2.3 | 10.3 | 11.4 | 0.1 | 0.1 | 0.1 |
| GDP of culture industries as share of provincial/territorial economy | 3.4 | 1.6 | 3.9 | 3.4 | 2.3 | 4.1 | 4.0 | 2.8 | 2.0 | 2.1 | 3.2 | 2.1 | 1.4 | 2.9 |

0[0] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.8**

**Output of culture industries, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | millions of dollars | | | | | | | | | | | | | |
| **Total, output of culture industries, culture products** | **78,101** | **581** | **186** | **1,357** | **859** | **17,513** | **37,613** | **2,268** | **1,376** | **7,237** | **8,806** | **75** | **117** | **112** |
| **Heritage and libraries** | **1,142** | **9** | **2** | **26** | **19** | **265** | **282** | **73** | **28** | **250** | **185** | **3** | **1** | **1** |
| Archives | 11 | x | x | x | x | 6 | 3 | x | x | 0[0] | 0[0] | x | x | x |
| Libraries | 162 | x | x | x | x | 39 | 15 | x | x | 103 | 2 | x | x | x |
| Culture heritage | 653 | 8 | 2 | 21 | 9 | 131 | 183 | 42 | 16 | 98 | 140 | x | x | x |
| Natural heritage | 316 | 2 | 0[0] | 4 | 11 | 89 | 80 | 28 | 10 | 48 | 42 | x | x | x |
| **Live performance** | **3,331** | **22** | **5** | **56** | **36** | **963** | **1,236** | **153** | **63** | **309** | **473** | **6** | **8** | **0[0]** |
| Performing arts | 3,105 | 19 | 5 | 48 | 32 | 852 | 1,205 | 128 | 52 | 294 | 458 | x | x | x |
| Festivals and celebrations | 226 | 2 | 0[0] | 8 | 4 | 112 | 31 | 26 | 11 | 16 | 15 | x | x | x |
| **Visual and applied arts** | **12,816** | **66** | **29** | **179** | **130** | **2,904** | **6,150** | **263** | **159** | **1,204** | **1,705** | **10** | **15** | **3** |
| Original visual art | 157 | 4 | x | 10 | 3 | 36 | 37 | 6 | 5 | 26 | 27 | x | x | x |
| Art reproductions | 59 | x | x | x | x | 15 | 9 | x | x | 13 | 21 | x | x | x |
| Photography | 1,092 | x | x | 18 | 15 | 230 | 476 | 39 | 25 | 124 | 148 | x | x | x |
| Crafts | 750 | 1 | 1 | 3 | 21 | 137 | 405 | x | x | 37 | 59 | x | x | x |
| Advertising | 2,711 | x | x | x | x | 561 | 1,626 | 30 | 29 | 159 | 253 | x | x | x |
| Architecture | 1,772 | 14 | 3 | 21 | 17 | 368 | 696 | 46 | 42 | 286 | 268 | 3 | 6 | 1 |
| Design | 6,276 | 26 | x | 99 | x | 1,556 | 2,900 | 76 | 39 | 559 | 928 | x | x | x |
| **Written and published works[1]** | **19,241** | **105** | **39** | **288** | **170** | **4,679** | **9,564** | **663** | **300** | **1,641** | **1,763** | **11** | **15** | **5** |
| Books | 1,505 | x | x | 3 | 4 | 413 | 1,022 | x | x | 17 | 40 | x | x | x |
| Periodicals | 2,756 | x | x | x | x | 642 | 1,593 | x | x | x | 197 | x | x | x |
| Newspapers | 5,212 | x | x | 105 | x | 979 | 2,347 | x | x | 606 | 665 | x | x | x |
| Other published works | 71 | x | x | x | x | 6 | 34 | 1 | x | x | 23 | x | x | x |
| Collected information | 1,053 | 10 | 4 | 24 | 21 | 220 | 377 | 37 | 38 | 169 | 154 | x | x | x |
| Multi sub-domain[2] | 8,644 | x | x | x | x | 2,419 | 4,190 | 364 | 76 | 688 | 684 | x | x | x |
| **Audio-visual and interactive media** | **23,393** | **129** | **32** | **352** | **204** | **5,077** | **12,140** | **543** | **324** | **2,105** | **2,458** | **10** | **14** | **5** |
| Film and video | 8,207 | 35 | 9 | 115 | 57 | 1,793 | 4,710 | 105 | 72 | 342 | 960 | 4 | 3 | 1 |
| Broadcasting | 12,379 | x | x | x | x | 2,644 | 6,174 | x | x | 1,449 | x | x | x | x |
| Interactive media | 2,808 | x | x | x | x | 640 | 1,256 | x | x | 315 | x | x | x | x |
| **Sound recording** | **1,234** | **x** | **x** | **x** | **x** | **264** | **763** | **x** | **x** | **72** | **95** | **x** | **x** | **x** |
| Music publishing | 199 | x | x | x | x | 24 | 110 | x | x | x | 35 | x | x | x |
| Sound recording | 1,035 | x | x | x | x | 240 | 653 | x | x | x | 60 | x | x | x |
| **Education and training** | **4,615** | **61** | **16** | **110** | **61** | **1,028** | **1,997** | **115** | **89** | **521** | **600** | **3** | **3** | **10** |
| **Governance, funding and professional support** | **11,444** | **179** | **61** | **327** | **224** | **2,094** | **5,048** | **431** | **403** | **1,075** | **1,423** | **31** | **61** | **87** |
| **Multi[3]** | **884** | **x** | **x** | **x** | **x** | **239** | **434** | **x** | **x** | **60** | **105** | **x** | **x** | **x** |
| **Total, output of culture industries, all other products** | **21,482** | **130** | **121** | **570** | **220** | **5,748** | **8,989** | **343** | **782** | **2,361** | **2,187** | **9** | **12** | **9** |
| **Total, output of culture industries** | **99,583** | **711** | **307** | **1,927** | **1,080** | **23,261** | **46,603** | **2,610** | **2,158** | **9,597** | **10,994** | **84** | **129** | **121** |
| **Total economy** | **3,095,434** | **47,418** | **8,931** | **65,496** | **64,321** | **610,659** | **1,203,250** | **99,638** | **118,837** | **501,751** | **358,071** | **4,059** | **9,124** | **3,880** |
| | percent | | | | | | | | | | | | | |
| Distribution of output of culture industries | 100.0 | 0.7 | 0.3 | 1.9 | 1.1 | 23.4 | 46.8 | 2.6 | 2.2 | 9.6 | 11.0 | 0.1 | 0.1 | 0.1 |
| Output of culture industries as share of provincial/territorial economy | 3.2 | 1.5 | 3.4 | 2.9 | 1.7 | 3.8 | 3.9 | 2.6 | 1.8 | 1.9 | 3.1 | 2.1 | 1.4 | 3.1 |

0[0] value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

x suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.9**

**Jobs in culture industries, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | number of jobs | | | | | | | | | | | | | |
| **Total, jobs in culture industries, culture jobs** | **571,985** | **4,863** | **1,795** | **13,319** | **8,027** | **137,916** | **245,726** | **18,872** | **10,902** | **50,302** | **78,435** | **696** | **673** | **458** |
| **Heritage and libraries** | **15,168** | **160** | **50** | **465** | **415** | **3,520** | **4,058** | **995** | **362** | **2,956** | **2,083** | **39** | **x** | **x** |
| Archives | 82 | x | x | x | x | 50 | 17 | x | x | x | x | x | x | x |
| Libraries | 997 | x | x | x | x | 273 | 77 | x | x | x | x | x | x | x |
| Culture heritage | 9,218 | 131 | 49 | 361 | 187 | 1,892 | 2,663 | 600 | 220 | 1,600 | 1,482 | x | x | x |
| Natural heritage | 4,870 | 29 | x | 101 | 227 | 1,304 | 1,301 | 374 | 130 | 755 | 579 | x | x | x |
| **Live performance** | **52,411** | **397** | **167** | **1,467** | **890** | **15,330** | **19,492** | **2,250** | **803** | **5,156** | **6,286** | **100** | **x** | **x** |
| Performing arts | 48,932 | 352 | x | 1,233 | 778 | 13,620 | 19,076 | 1,874 | 669 | 4,899 | 6,112 | x | x | x |
| Festivals and celebrations | 3,478 | 45 | x | 234 | 112 | 1,711 | 416 | 376 | 134 | 256 | 173 | x | x | x |
| **Visual and applied arts** | **119,029** | **639** | **352** | **2,297** | **1,218** | **27,194** | **53,423** | **2,698** | **1,550** | **9,584** | **19,900** | **95** | **x** | **x** |
| Original visual art | 2,722 | 67 | x | 275 | 56 | 589 | 613 | 87 | 75 | 453 | 479 | x | x | x |
| Art reproductions | 738 | x | x | x | x | 194 | 144 | x | x | 121 | 273 | x | x | x |
| Photography | 12,040 | x | x | 227 | 188 | 3,030 | 4,834 | 533 | 287 | 969 | 1,769 | x | x | x |
| Crafts | 4,516 | 12 | 10 | 55 | 133 | 1,146 | 1,875 | x | x | 297 | 562 | x | x | x |
| Advertising | 27,144 | x | x | x | x | 5,397 | 15,936 | 366 | 262 | 1,484 | 3,007 | x | x | x |
| Architecture | 11,903 | 80 | 27 | 184 | 114 | 2,480 | 4,995 | 305 | 216 | 1,289 | 2,165 | 23 | x | x |
| Design | 59,966 | 241 | x | 1,203 | x | 14,358 | 25,025 | 1,197 | 497 | 4,971 | 11,646 | x | x | x |
| **Written and published works[1]** | **137,799** | **813** | **285** | **3,188** | **1,785** | **33,307** | **64,024** | **5,498** | **2,127** | **11,118** | **15,379** | **120** | **128** | **26** |
| Books | 7,722 | x | x | 23 | 30 | 2,046 | 5,297 | x | x | 63 | 239 | x | x | x |
| Periodicals | 14,235 | x | x | x | x | 3,269 | 8,344 | x | x | x | 1,197 | x | x | x |
| Newspapers | 34,981 | x | x | 954 | x | 6,294 | 15,099 | x | x | 3,313 | 5,628 | x | x | x |
| Other published works | 366 | x | x | x | x | 28 | 168 | x | x | x | 131 | x | x | x |
| Collected information | 5,393 | 58 | 21 | 174 | 152 | 1,103 | 1,981 | 138 | 178 | 647 | 941 | x | x | x |
| Multi sub-domain[2] | 75,101 | x | x | x | x | 20,567 | 33,136 | 3,788 | 859 | 6,486 | 7,243 | x | x | x |
| **Audio-visual and interactive media** | **101,370** | **671** | **192** | **2,032** | **1,175** | **25,846** | **43,925** | **2,377** | **1,895** | **8,085** | **14,949** | **100** | **83** | **40** |
| Film and video | 44,835 | 220 | 82 | 822 | 465 | 12,114 | 19,816 | 851 | 539 | 2,225 | 7,616 | 42 | x | x |
| Broadcasting | 40,138 | x | x | x | x | 9,716 | 17,522 | x | x | 4,274 | x | x | x | x |
| Interactive media | 16,397 | x | x | x | x | 4,016 | 6,587 | x | x | 1,586 | x | x | x | x |
| **Sound recording** | **11,791** | **x** | **x** | **x** | **x** | **3,335** | **5,052** | **x** | **x** | **1,145** | **1,319** | **x** | **x** | **x** |
| Music publishing | 2,000 | x | x | x | x | 232 | 797 | x | x | x | 440 | x | x | x |
| Sound recording | 9,792 | x | x | x | x | 3,104 | 4,255 | x | x | x | 879 | x | x | x |
| **Education and training** | **52,077** | **848** | **213** | **1,253** | **772** | **11,841** | **22,051** | **1,439** | **1,055** | **5,067** | **7,418** | **48** | **24** | **48** |
| **Governance, funding and professional support** | **78,691** | **1,246** | **505** | **2,278** | **1,582** | **16,821** | **32,028** | **3,302** | **2,877** | **6,892** | **10,429** | **179** | **290** | **263** |
| **Multi[3]** | **3,649** | **x** | **x** | **x** | **x** | **722** | **1,673** | **x** | **x** | **299** | **672** | **x** | **x** | **x** |
| **Total, jobs in culture industries, all other jobs** | **135,028** | **921** | **560** | **3,876** | **1,518** | **36,873** | **55,362** | **3,097** | **4,199** | **12,008** | **16,403** | **68** | **70** | **68** |
| **Total, jobs in culture industries** | **707,012** | **5,783** | **2,355** | **17,195** | **9,546** | **174,790** | **301,090** | **21,970** | **15,102** | **62,309** | **94,838** | **764** | **744** | **526** |
| **Total economy** | **17,384,467** | **212,620** | **69,772** | **465,062** | **361,105** | **3,881,823** | **6,753,042** | **648,419** | **550,138** | **2,085,525** | **2,297,249** | **21,462** | **25,805** | **12,446** |
| | percent | | | | | | | | | | | | | |
| Distribution of jobs in culture industries | 100.0 | 0.8 | 0.3 | 2.4 | 1.4 | 24.7 | 42.6 | 3.1 | 2.1 | 8.8 | 13.4 | 0.1 | 0.1 | 0.1 |
| Jobs in culture industries as share of provincial/territorial economy | 4.1 | 2.7 | 3.4 | 3.7 | 2.6 | 4.5 | 4.5 | 3.4 | 2.7 | 3.0 | 4.1 | 3.6 | 2.9 | 4.2 |

**0[s]** value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

**x** suppressed to meet the confidentiality requirements of the *Statistics Act*

1. This domain includes the Multi sub-domain as described in note 2. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.
2. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.
3. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.10**
**GDP of sport industries at basic prices, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | millions of dollars | | | | | | | | | | | | | |
| **Total, GDP of sport industries, sport products** | **4,463** | **40** | **20** | **83** | **74** | **717** | **1,906** | **110** | **133** | **537** | **826** | **5** | **6** | **5** |
| Organized sport | 1,830 | 7 | 1 | 13 | 9 | 324 | 819 | 37 | 41 | 179 | 399 | x | x | x |
| Informal sport | 267 | 3 | 1 | 7 | 3 | 60 | 114 | 8 | 5 | 27 | 35 | x | x | x |
| Education and training | 1,447 | 19 | 11 | 43 | 42 | 227 | 619 | 40 | 50 | 183 | 207 | 2 | 2 | 2 |
| Governance, funding and professional support | 920 | 11 | 6 | 20 | 19 | 106 | 354 | 25 | 37 | 148 | 186 | 2 | 3 | 3 |
| **Total, GDP of sport industries, all other products** | **762** | **9** | **6** | **22** | **17** | **123** | **369** | **19** | **20** | **83** | **92** | **1** | **1** | **1** |
| **Total, GDP of sport industries** | **5,225** | **49** | **26** | **106** | **91** | **840** | **2,275** | **129** | **154** | **620** | **919** | **5** | **7** | **5** |
| **Total economy** | **1,564,105** | **27,176** | **4,824** | **33,854** | **27,746** | **309,059** | **589,924** | **49,311** | **60,603** | **261,657** | **191,089** | **2,250** | **4,674** | **1,937** |
| | percent | | | | | | | | | | | | | |
| Distribution of GDP of sport industries | 100.0 | 0.9 | 0.5 | 2.0 | 1.7 | 16.1 | 43.5 | 2.5 | 2.9 | 11.9 | 17.6 | 0.1 | 0.1 | 0.1 |
| GDP of sport industries as share of provincial/territorial economy | 0.3 | 0.2 | 0.5 | 0.3 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 0.2 | 0.5 | 0.2 | 0.2 | 0.3 |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.11**
**Output of sport industries, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | millions of dollars | | | | | | | | | | | | | |
| **Total, output of sport industries, sport products** | **7,141** | **64** | **31** | **131** | **113** | **1,034** | **3,089** | **197** | **230** | **881** | **1,343** | **8** | **11** | **9** |
| Organized sport | 3,034 | 11 | 2 | 23 | 16 | 397 | 1,376 | 77 | 84 | 336 | 709 | x | x | x |
| Informal sport | 531 | 7 | 2 | 15 | 7 | 122 | 225 | 16 | 10 | 54 | 70 | x | x | x |
| Education and training | 1,972 | 26 | 16 | 58 | 56 | 315 | 836 | 59 | 71 | 250 | 279 | 2 | 3 | 2 |
| Governance, funding and professional support | 1,604 | 21 | 11 | 35 | 34 | 200 | 652 | 45 | 65 | 241 | 285 | 4 | 6 | 5 |
| **Total, output of sport industries, all other products** | **1,153** | **13** | **8** | **32** | **24** | **183** | **547** | **31** | **31** | **136** | **143** | **1** | **2** | **1** |
| **Total, output of sport industries** | **8,293** | **77** | **39** | **163** | **137** | **1,217** | **3,637** | **227** | **261** | **1,018** | **1,486** | **9** | **14** | **10** |
| **Total economy** | **3,095,434** | **47,418** | **8,931** | **65,496** | **64,321** | **610,659** | **1,203,250** | **99,638** | **118,837** | **501,751** | **358,071** | **4,059** | **9,124** | **3,880** |
| | percent | | | | | | | | | | | | | |
| Distribution of output of sport industries | 100.0 | 0.9 | 0.5 | 2.0 | 1.6 | 14.7 | 43.8 | 2.7 | 3.1 | 12.3 | 17.9 | 0.1 | 0.2 | 0.1 |
| Output of sport industries as share of provincial/territorial economy | 0.3 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.1 | 0.3 |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.12**
**Jobs in sport industries, by domain and sub-domain, by province and territory, 2010 (industry perspective)**

| | Canada | N.L. | P.E.I. | N.S. | N.B. | Que. | Ont. | Man. | Sask. | Alta. | B.C. | Y.T. | N.W.T. | Nvt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | number of jobs | | | | | | | | | | | | | |
| **Total, jobs in sport industries, sport jobs** | 93,346 | 785 | 374 | 1,951 | 1,464 | 14,028 | 40,068 | 2,560 | 2,450 | 10,603 | 18,831 | x | x | x |
| Organized sport | 51,708 | 217 | 81 | 781 | 490 | 6,616 | 23,399 | 1,222 | 1,037 | 5,841 | 11,984 | x | x | x |
| Informal sport | 6,128 | 87 | 35 | 207 | 101 | 1,544 | 2,293 | 212 | 140 | 617 | 851 | x | x | x |
| Education and training | 26,043 | 366 | 183 | 745 | 683 | 4,588 | 10,714 | 849 | 834 | 2,872 | 4,140 | 34 | 21 | 14 |
| Governance, funding and professional support | 9,468 | 115 | 77 | 217 | 189 | 1,279 | 3,662 | 277 | 439 | 1,272 | 1,856 | 21 | 33 | 30 |
| **Total, jobs in sport industries, all other jobs** | 12,000 | 118 | 96 | 297 | 250 | 1,486 | 5,729 | 295 | 304 | 1,714 | 1,690 | x | x | x |
| **Total, jobs in sport industries** | 105,346 | 903 | 470 | 2,248 | 1,714 | 15,514 | 45,797 | 2,855 | 2,754 | 12,317 | 20,521 | 90 | 84 | 80 |
| **Total economy** | 17,384,467 | 212,620 | 69,772 | 465,062 | 361,105 | 3,881,823 | 6,753,042 | 648,419 | 550,138 | 2,085,525 | 2,297,249 | 21,462 | 25,805 | 12,446 |
| | percent | | | | | | | | | | | | | |
| Distribution of jobs in sport industries | 100.0 | 0.9 | 0.4 | 2.1 | 1.6 | 14.7 | 43.5 | 2.7 | 2.6 | 11.7 | 19.5 | 0.1 | 0.1 | 0.1 |
| Jobs in sport industries as share of provincial/territorial economy | 0.6 | 0.4 | 0.7 | 0.5 | 0.5 | 0.4 | 0.7 | 0.4 | 0.5 | 0.6 | 0.9 | 0.4 | 0.3 | 0.6 |

x suppressed to meet the confidentiality requirements of the *Statistics Act*
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.13**
**Gross domestic product at basic prices, output and jobs in culture industries, total and as a share of total economy, Canada, 2010**

| | Culture industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **40,915** | **6,758** | **47,673** |
| as share of total economy (percent) | 2.6 | 0.4 | 3.0 |
| **All other products[2] (millions of dollars)** | **12,448** | **1,503,985** | **1,516,432** |
| as share of total economy (percent) | 0.8 | 96.2 | 97.0 |
| **Total products (millions of dollars)** | **53,363** | **1,510,742** | **1,564,105** |
| as share of total economy (percent) | 3.4 | 96.6 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **78,101** | **14,586** | **92,687** |
| as share of total economy (percent) | 2.5 | 0.5 | 3.0 |
| **All other products[2] (millions of dollars)** | **21,482** | **2,981,266** | **3,002,748** |
| as share of total economy (percent) | 0.7 | 96.3 | 97.0 |
| **Total products (millions of dollars)** | **99,583** | **2,995,852** | **3,095,434** |
| as share of total economy (percent) | 3.2 | 96.8 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **571,985** | **70,501** | **642,486** |
| as share of total economy (percent) | 3.3 | 0.4 | 3.7 |
| **All other jobs[3] (number)** | **135,027** | **16,606,954** | **16,741,982** |
| as share of total economy (percent) | 0.8 | 95.5 | 96.3 |
| **Total jobs (number)** | **707,012** | **16,677,455** | **17,384,467** |
| as share of total economy (percent) | 4.1 | 95.9 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.
**Notes:** Totals may not add due to rounding
**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

**Table A.14**

## Gross domestic product at basic prices, output and jobs in sport industries, total and as a share of total economy, Canada, 2010

| | Sport industries | Other industries[1] | Total industries |
|---|---|---|---|
| **Gross domestic product, at basic prices** | | | |
| **Culture products (millions of dollars)** | **4,463** | **418** | **4,881** |
| as share of total economy (percent) | 0.3 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **762** | **1,558,462** | **1,559,224** |
| as share of total economy (percent) | 0.0 | 99.6 | 99.7 |
| **Total products (millions of dollars)** | **5,225** | **1,558,880** | **1,564,105** |
| as share of total economy (percent) | 0.3 | 99.7 | 100.0 |
| **Output** | | | |
| **Culture products (millions of dollars)** | **7,141** | **973** | **8,113** |
| as share of total economy (percent) | 0.2 | 0.0 | 0.3 |
| **All other products[2] (millions of dollars)** | **1,153** | **3,086,168** | **3,087,321** |
| as share of total economy (percent) | 0.0 | 99.7 | 99.7 |
| **Total products (millions of dollars)** | **8,293** | **3,087,141** | **3,095,434** |
| as share of total economy (percent) | 0.3 | 99.7 | 100.0 |
| **Jobs** | | | |
| **Culture jobs (number)** | **93,346** | **8,518** | **101,863** |
| as share of total economy (percent) | 0.5 | 0.0 | 0.6 |
| **All other jobs[3] (number)** | **12,000** | **17,270,604** | **17,282,604** |
| as share of total economy (percent) | 0.1 | 99.3 | 99.4 |
| **Total jobs (number)** | **105,346** | **17,279,121** | **17,384,467** |
| as share of total economy (percent) | 0.6 | 99.4 | 100.0 |

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. All other jobs are jobs associated with the production of non-culture products.

**Notes:** Totals may not add due to rounding.

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

# Appendix B Key definitions and concepts in the Provincial and Territorial Culture Satellite Account

## Culture and sport

Within the PTCSA, culture is defined as a creative artistic activity and the goods and services produced by this creative activity and the preservation of heritage.

Sport is defined as an individual or group activity, often pursued for fitness in leisure time, fun or competition. This includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience.

## Production and output

Production is the process of combining labour, capital, energy, material and service inputs to produce goods and services.

Output consists of those goods or services that are produced within an establishment that become available for use outside that establishment or in some special cases within the producing establishment. There are three types of output within the PTCSA: market output and non-market output and for own final use. Market output consists of goods and services sold at an economically significant price, that is, a price that has a significant influence on the amounts that producers are willing to supply and the amounts that purchasers wish to buy. Non-market output comprises goods and services that are not sold on the market and are generally valued at cost. For instance, free art exhibits in which services are provided by volunteers would be considered non-market output. Output for own final use consists of products retained by the producer for their own final use as consumption or investment. Only market and non-market output are measured in the PTCSA.

## Goods and services

The distinction between goods and services is important. A good is a tangible product that can be stocked or placed in inventory. An example of a good is photographic equipment or a book. A service, on the other hand, is generally consumed at the place and time it is bought. Services cover a wide and complex variety of transactions on products that are generally intangible in nature. An example of a service is admission to a live performance or a museum exhibition.

## Valuation and pricing

Goods and services in the PTCSA are valued at basic prices. The basic price of a good or service is its selling price before wholesale, retail and transportation margins and before product taxes like the Value Added taxes. This price reflects the revenues received by producers from the sale of these goods and services. This is different from the market prices which include the margins and taxes noted above to better reflect the price paid by the consumer of the culture good or service.

In order to illustrate the difference between the two consider the following example which decomposes the market price of a culture good/service ($63.25) into its components (basic price, retail margin and taxes).

$63.25 (culture good/service) = $45 (basic price) + $10 (retail margin) + $8.25 (15% HST)

The PTCSA presents information at nominal or current prices, that is, there is no attempt to estimate the volume of culture goods and services produced in a given year.

### Culture products

The CFCS framework uses a number of criteria to determine what is and is not a culture product. A product is determined to be culture if it satisfies the general definition of culture (noted above) and satisfies one or more of the following criteria:[25]

1. The product must have copyright protection potential.
2. The product must support the creation, production, dissemination or preservation of culture.
3. It adds to the content of a culture product.
4. It preserves exhibits or interprets human or natural heritage.
5. It provides culture training or educational services.
6. It governs, finances, or supports directly culture.

In the context of the PTCSA, and following the CFCS, culture goods are defined as original and mass-produced goods which contain culture content, resulting from creative artistic activity. A culture service on the other hand is defined to include creative services (which can, in turn, include copyright payments or receipts), content services (services that add to, or alter a culture product), broadcasts, live performances and other culture events (such as museum exhibits).

### Culture industries

A culture industry is one for which culture products (goods or services) make up the most significant part of its output. For instance, in the live performance industry, culture products represent the majority of its output even though they have secondary activity related to the sale of food and beverages. The CFCS, and therefore the PTCSA, also include industries involved in the 'creative chain'.

### Industry perspective

The industry perspective is simply the presentation of culture activity by industry. In the PTCSA set of industry perspective tables, the culture industries are grouped under their respective domains and sub-domains.

### Product perspective

The product perspective is simply grouping like products (regardless of industry of origin) together. For example, books may be produced in more than one industry. In the product perspective, all of the activity related to the production of books is grouped together.

### Gross Domestic Product

Gross Domestic Product (GDP) or value added is a key measure of economic performance in the PTCSA. It represents the output of an industry minus the value of intermediate inputs that were used up in the production of the culture goods and services.

### Employment

Employment data (i.e., number of jobs) comes from the Canadian Productivity Accounts of the CSNA. It represents the number of jobs held by the self-employed, employees and unpaid[26] family workers. It should be noted that a job that exists for only part of the year (e.g., 4 months) counts as only a fraction of a job (1/3 of a job) for the year. It should also be noted that a part-time job at 10 hours a week counts as much as a full-time job at 50 hours a week.[27]

25. See CFCS 2011 for more detailed discussion of criteria.

26. Unpaid family workers are persons who work without pay in a business, farm or professional practice owned and operated by another family member living in the same dwelling.

27. This measure of employment differs conceptually from employment measured by the Labour Force Survey (LFS). Within the LFS an individual can only have a single job, while – within the PTCSA a person can have more than one job and those jobs can be in different industries.

### GDP of culture industries

The GDP of culture industries is the measure of GDP for each of the culture industries. It covers all of their outputs – culture and non-culture products. For example, the performing arts industry may generate GDP from both admissions to live performances (a culture activity) and food and beverages services (a non-culture activity). The GDP for both activities is included in the GDP of culture industries.

This is the standard measure of industry based GDP, consistent with previous Statistics Canada studies[28] of culture's economic contribution in Canada. It is the measure to use for inter-industry comparisons.

### Culture GDP

Culture GDP is the value added related to the production of culture goods and/or services across the economy regardless of the producing industry. For example, for the performing arts industry which may generate GDP from admissions to live performances and food and beverages services (a non-culture activity) only the GDP from admissions to live performances (the culture activity) will be counted. However, it will also include any GDP from admissions to live performances produced outside of the live performance industry.

The culture GDP measures the GDP from the production of all culture goods and services in the Canadian economy – regardless of the industry in which they are produced

### Employment in culture industries

Employment in culture industries is measured by the number of jobs in each of the culture industries. It covers all jobs in the industry required to produce both culture and non-culture output. For example, the performing arts industry may require an individual to collect admissions tickets to a live performance (job from culture activity) and a bartender in the food and beverages services (a job from a non-culture activity). Both jobs are included in the estimate of employment in culture industries.

### Culture jobs

Culture jobs are defined as the number of jobs that are related to the production of culture goods and/or services in that industry. Therefore it covers only the jobs in the industry required to produce culture activities. Using the example above, only the individual selling admissions tickets would be in the estimate of culture jobs.

### GDP of sport industries

The GDP of sport industries is the measure of output from all sport industries. It covers all of their outputs—sport and non-sport products. For example, a sporting event may generate GDP from both, admissions to the sporting event (a sport activity) and food and beverages services (a non-sport activity). The GDP associated with both of these products would be included in the GDP of sport industries.

### Sport GDP

Sport GDP is defined as the value added in an industry that is related to the production of sport goods and/or across the economy regardless of the producing industry. For example, for a sporting event which generates GDP from admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity), only the GDP from admissions to sporting event (the sport activity) will be included in Sport GDP. However, it will also include any GDP from admissions to sporting events produced outside the sport industries.

28. See Statistics Canada, *Economic Contribution of Culture in Canada*, December 2004 and *Economic Contribution of the Culture Sector to Canada's Provinces*, March 2007.

### Employment in sport industries

Employment in sport industries is the number of jobs in each of the sport industries. It covers all jobs in the industry required to produce both sport and non-sport products. For example, a sporting event will need jobs for both admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity). Both of these jobs will be included in the estimate of employment in sport industries.

### Sport jobs

Sport jobs are defined as the number of jobs that are related to the production of sport goods and/or services regardless of the industry. For example, a sporting event may have two jobs: a job collecting admissions to sporting events (a job from sport activity) and bartender in the food and beverages services (a job from non-sport activity). Only the job of the person collecting admissions tickets to sporting events (job from culture activity) is included in sport jobs.

## Appendix C The Canadian System of National Accounts and Culture Satellite Account

The Canadian System of National Accounts (CSNA) is compiled according to an internationally recognized economic accounting standard (2008 SNA). It provides a set of interrelated accounts and a set of concepts, definitions, classifications and accounting rules for compiling and integrating economic data to give a comprehensive picture of the economy and how it works. The CSNA can be used to analyze the production and the use of goods and services by industry, the income generated in production, and the demand for goods and services from households and governments and non-profit institutions serving households. The Culture Satellite Account (CSA) is an extension of the CSNA which focuses on the economic transactions specifically related to culture and sport.

Satellite accounts, such as the CSA, have the structure and principles of the national accounts but are developed as an extension to the core national accounts system – hence the name "satellite". Since culture or sport are not clearly defined as a "formal" industry within the Canadian economy, it is necessary to identify and extract all the culture or sport content from within the economy and present it in a coherent form—a satellite account. This satellite account provides a framework (i.e., identifies culture/sport industries and products), concepts and definitions which inform us about culture and sport in Canada.

The satellite account presentation adheres to national accounting principles and allows an analyst to compare areas of interest (culture, tourism, etc.) with the entire economy. With the CSA, given its focus on culture and sport, one can answer questions like: What is the economic importance of culture and sport in Canada? The ability to measure culture against the rest of the economy is a very important reason for working within the structure of the CSNA.

The CSA is essentially a detailed rendition of the culture and sport portion of the CSNA for which the CFCS provides the concepts, definitions and classification used to filter economic activity related to culture and sports. The relationship between the CSA, CFCS and CSNA is described in Figure C1 below.

**Figure C.1**
**Relationship between Canadian Culture Satellite Account, 2011 Canadian Framework for Culture Statistics and Canadian System of National Accounts**

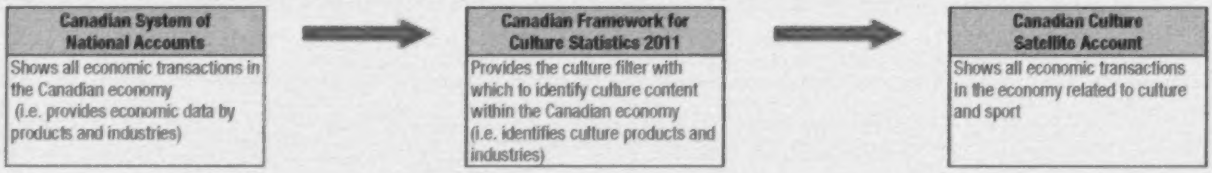
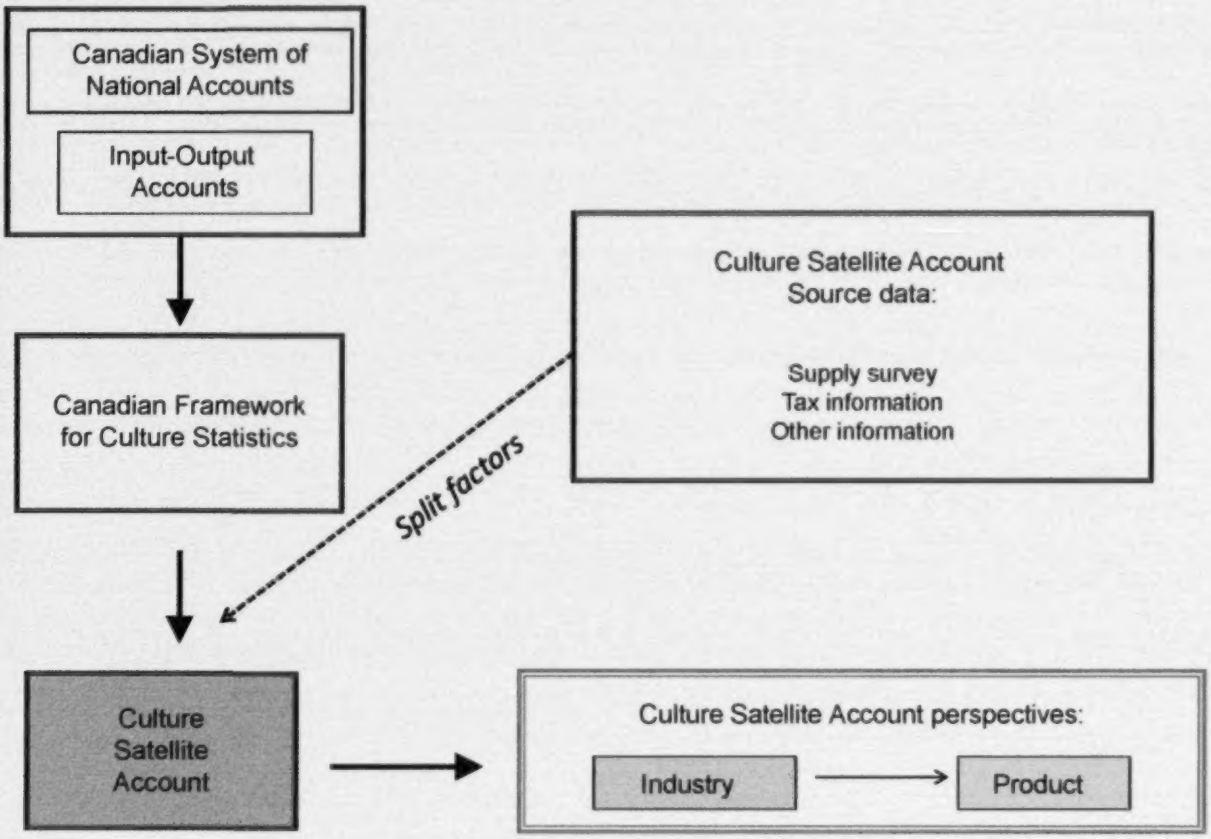

Canadian System of National Accounts
Shows all economic transactions in the Canadian economy (i.e. provides economic data by products and industries)
Canadian Framework for Culture Statistics 2011
Provides the culture filter with which to identify culture content within the Canadian economy (i.e. identifies culture products and industries)
Canadian Culture Satellite Account
Shows all economic transactions in the economy related to culture and sport

Figure C 2 below shows schematically the conceptual framework of the CSA. At the top left is the CSNA with the Input-Output (I-O) Accounts highlighted and explained below. It is within the I-O Accounts that the I-O tables are constructed using surveys, tax, customs and other administrative records. These source data are processed to be consistent with the definition and accounting rules used in the CSNA. On the top right is the CSA source data originating from the various industry surveys and other administrative source and discussed below. Data from both these sources are incorporated into the CSA.

**Figure C.2**
**Canadian System of National Accounts and the Canadian Culture Satellite**




## Input-Output tables

The Input-Output (I-O) tables contain the most comprehensive and detailed statistics relating to production, intermediate use and final consumption of goods and services in the Canadian economy. They measure economic activity by industry as well as by product. They are the primary building block of the CSA.

As their name suggests, I-O tables contain two important dimensions: the output table and the input table. The output table shows the goods and services produced by each industry in the Canadian economy. In most cases, domestic production or output of an industry is simply its sales or shipments adjusted for changes in inventories, measured at basic prices. Estimates of the supply (output) of culture products in the CSA originate in the output table.

The input table shows the goods and services used by each industry in the production of their goods and services. This table also shows the costs of "primary inputs" using in production, including labour income, income of unincorporated businesses, other operating surplus and net indirect taxes (often referred to as the payments to labour, capital and appropriations by government).

From these tables it is possible to derive a measure of value added or gross domestic product by taking the output of an industry and subtracting the intermediate inputs used in the production of that output. The estimates of Culture GDP and GDP by culture industries (as well as Sport GDP and GDP by sport industries) are based on the data reported in these tables.

The I-O classification for industries, Input Output Industry Classification (IOIC), is a variant of the North American Industry Classification System (NAICS) 2007. The I-O classification for commodities is a variant of the North American Products Classification System (NAPCS) 2007. At the most detailed level, the I-O tables are composed of 481 commodities (including 71 that are defined as 'culture products' in the CSA) and 234 industries (45 of which are identified as 'culture industries').[29] These 45 I-O culture industries disaggregate into 152 six-digit NAICS 2007 culture industries.

### Industry surveys and other information

In addition to the Input-Output tables the following information is used to construct the CSA. This includes several surveys covering: amusement and recreation; book publishers, film and video distribution; film, television and video post-production; film, television and video production; motion picture theatres; newspaper publishers; performing arts; heritage institutions; and periodical publishing.[30] They produce biennial estimates for selected financial variables and industry characteristics. Other surveys such as retail trade, wholesale trade and manufacturing, as well as available tax data were also used to build the CSA.

For education, annual enrollment (headcount) data from the Postsecondary Student Information System was used in order to distinguish culture education programs or education programs related to sport from the other programs. As this source of information is available annually, it is more up to date than the Census of Population and National Household Survey. These data were classified according to a detailed classification system: the Classification of Instructional Programs (CIP). CIP allowed for the selection of enrollments for specific culture programs (or fields of study) and specific sport programs according to pre-established codes. A sub-set of pre-established education codes had been determined in the CFCS 2011.

For government support, government expenditures from the Survey of Federal Government Expenditures on Culture, and Survey of Provincial/Territorial Government Expenditures on Culture were used. This information was used to estimate the culture and sport portion of the CSNA government industries. [31]

Employment data (i.e., number of jobs) used in the CSA comes from the Canadian Productivity Accounts of the CSNA. These accounts provide information on employment following CSNA principles and using I-O industries. At the aggregate level, the number of jobs in this database is benchmarked to the Labour Force Survey (LFS). The industry distribution of these jobs, however, is primarily based on information from the Survey of Employment, Payrolls and Hours, although other industry surveys and administrative sources are used as well.

For a complete list of survey data used in the CSA see Appendix K.

29. A full list of the Input Output Industry Classification industries used in the CSA is available in the Appendix G: *Culture and sport industries in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Industry Classification.*

30. The complete list of surveys used in the CSA is available in Appendix K: *Surveys used in the Provincial and Territorial Culture Satellite Account, 2010.*

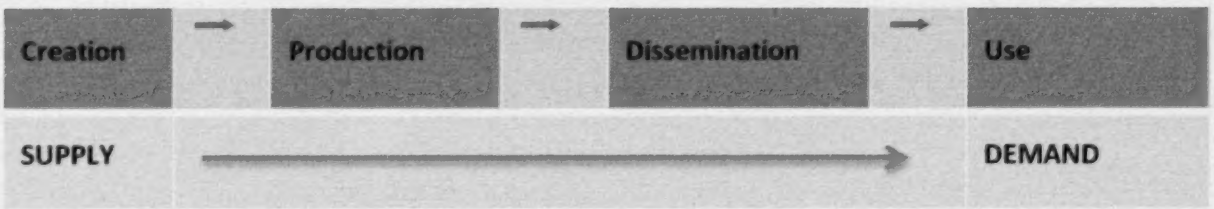
31. In the future, Statistics Canada will start using the same system as the International Monetary Fund namely the Government Finance Statistics (GFS). The GFS uses the Classification of Functions of the Government (COFOG) to classify government expenditures.

## Appendix D Canadian Framework for Culture Statistics 2011[32]

The Canadian Framework for Culture Statistics 2011 (CFCS) was developed by Statistics Canada in consultation with the Department of Canadian Heritage and other culture stakeholders.[33] The framework consists of two elements. The first, articulated in the *Conceptual Framework for Culture Statistics 2011* publication, provides standard concepts, definitions and classifications for consistent and comparable statistics on culture. The second is detailed in the publication titled *Classification Guide for the Canadian Framework for Culture Statistics 2011* and is a supporting guide which maps the classification systems used in Statistics Canada (e.g. North American Industry Classification System (NAICS), North American Product Classification System (NAPCS), and National Occupational Classification-Statistics (NOC-S)) to the framework.

Culture can be very broadly defined and include for example, religious and spiritual practices and political ideologies and processes. However these notions of culture are too broad for establishing boundaries when defining culture for statistical purposes. In Canada, culture is defined as "creative, artistic activity and the goods and services produced by it, and the preservation of heritage."[34] Another useful conceptual construct from the CFCS is the notion of the "creative chain" (see Figure D1) which is defined as the "series of steps by which a culture good or service is created, developed, perhaps manufactured, and distributed or made available to end-users.".[35]

**Figure D1**
**Basic creative chain for culture goods and services**




**Sources :** Canada, Canadian Framework for Culture Statistics 2011, Catalogue no. 87-542

Taken together, the definition of culture activity and the creative chain for culture goods and services imply a range of activities and related transactions reflected both implicitly and explicitly already in the CSNA. In this context, these activities translate into production of certain products taking place in certain industries and sectors of the economy. So, for instance, an author engages in creative, artistic activity by writing a manuscript of a novel on contract to a book publisher, who in turn purchases design services for a cover from a graphics design firm. Further activities involve the publisher transforming the manuscript into a book, managing copyright and licensed materials and producing copies including already copyrighted or licensed materials, for distribution through wholesalers to retailers (dissemination, in Figure D1). Retailers in turn sell the book to consumers (final demand or use). This example illustrates that while not all of the activities included in the chain are creative (e.g., dissemination), all of them add value to the culture product as it goes through the various stages of production.

The CFCS uses its own unique categories for conceptual and measurement purposes. These categories are referred to as domains and sub-domains and are illustrated in Table D.1. The product perspective is a construct that presents culture and sports estimates from the perspective of the creative chain. It is the re-grouping of products similar in purpose even though these products may be dispersed across various NAICS. Hence the written and published works domain would include all the economic activities from the creation to the final product available to consumers. There are six culture domains in total. A sub-domain is a subset of a domain and can be used to identify a number of related industries, products and occupations. For example, 'books' is a sub-domain within the Written and Published Works domain.

32. This section presents a quick overview of the Canadian Framework for Culture Statistics 2011, for more detailed discussion, concept and definitions see Canadian Framework for Culture Statistics 2011.
33. For more information see Acknowledgements page in the CFCS 2011, http://www.statcan.gc.ca/pub/87-542-x/87-542-x2011001-eng.htm.
34. CFCS 2011.
35. For more information on creative chain, more examples see the Conceptual framework for Cultural Statistics 2011, Statistics Canada catalogue 87-542 no.2

According to the CFCS, sub-domains are further disaggregated into: Core culture and Ancillary culture. Core culture sub-domains produce goods and services that are the result of creative artistic activity (e.g., books, works of art and crafts) and whose main purpose is the transmission of an intellectual or cultural concept, whereas ancillary culture sub-domains produce goods and services that are the result of creative artistic activity (e.g., designs, architectural plans), but whose primary purpose is not the transmission of an intellectual or cultural concept.

The CFCS also provides two transversal domains: Education and Training[36] and Governance, Funding and Professional Support.[37] Generally, a transversal domain supports all culture domains including each of their sub-domains and allows for movement along the creative chain. For example, this would include training or educational programs for culture professionals or funding for cultural or sport programs. Industries and products within transversal domains are not fundamentally culture but they are an integral part of culture since culture domains could not exist without them. As such, the Framework recommends the inclusion of transversal domains in the measurement of culture. The transversal domains produce goods and services that support all core and ancillary culture sub-domains and are often referred to as "crosscutting domains". Education and Training, and Governance, Funding and Professional Support are all examples of CFCS transversal domains.[38]

In the CSA, a third transversal domain has been added for practical reasons – called the Multi-domain. This transversal domain includes five industries where each industry contains some culture content that affects more than one main culture domain. For example, the retail industry "Book, Periodical and Music Stores" (NAICS 4512) is related to both Written and Published Works and Sound Recording. Currently in the CFCS, several culture industries are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; sporting, hobby, book and music stores; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together into the "Multi-domain".[39]

The CFCS also includes two Infrastructure domains: the Mediating products and Physical infrastructure domains. For example, the Mediating products domain includes products such as software, computers, MP3 players and eBook Readers which, although not considered culture products, help users to experience and consume culture. The Physical infrastructure domain covers physical venues such as concert halls or buildings, recording or film studios and training centres that enable the creation or use of the culture products. These domains have been excluded from the CSA as they are not directly related in the creation of culture products but support the production and consumption of culture output.

36. Education includes the culture portion of expenditures by government in colleges, CEGEPs, universities, trade schools and fine arts schools.

37. The support domain includes among others the culture portion of consolidated government expenditures. For example, federal funding for libraries, art galleries and museums as well broadcasting.

38. Canadian Framework for Culture Statistics (CFCS) 2011.

39. Table 1.1, Classification guide, Canadian Framework for Culture Statistics 2011, Catalogue 87-542 no.002.

**Table D.1**
**Domains and sub-domains of the Canadian Culture Satellite Account adapted from Canadian Framework for Culture Statistics[1]**

| Culture domains | | | | | |
|---|---|---|---|---|---|
| **A. Heritage and libraries** | **B. Live performance** | **C. Visual and applied arts** | **D. Written and published works** | **E. Audio-visual and interactive media** | **F. Sound recording** |
| **Core culture sub-domains** | | | | | |
| 1. Archives: includes archival collections and services. | 1. Performing arts: includes live performances by individuals and companies of theatre (incl. musical and dinner theatre), opera, dance, orchestras, music, circuses, magic shows, ice shows, puppet theatre, mime shows, etc. as well as services such as promoters and presenters of performing arts. | 1. Original visual art: includes original art such as paintings, drawings, pastels, engravings, prints, lithographs, sculptures and statuary, as well as dissemination services such as commercial art galleries. | 1. Books: includes all published content and formats, regardless of delivery platform, including print, audio-books and eBooks, as well as dissemination services such as book fairs, literary festivals, reading series, and related events. | 1. Film and video: includes feature films, short films, live action and animated films, documentaries, videos, and interactive movies, in all formats including film, HD, digital, streamed and downloaded content, as well as dissemination services such as film festivals and related events. | 1. Sound recording: includes sound recording services, record production, record reproduction, and distribution, in all formats, regardless of delivery platform, including on-line digital or downloaded music content. |
| 2. Libraries: includes library collections and services. | 2. Festivals and celebrations: includes live performed events, including festivals, fairs and other celebrations with live performances of music, theatre, dance, comedy, improvisation, multidisciplinary events, and services of promoters and presenters of live performed events. | 2. Art reproductions: include copies of original visual arts, produced with the use of technology, such as unlimited edition prints, posters, statuettes, and ornaments. | 2. Periodicals: includes all published content and formats, regardless of delivery platform, including print, on-line versions, webzines (e-zines), and other digital and electronic publishing and delivery, as well as dissemination services such as magazine fairs and related events. | 2. Broadcasting: includes broadcasters and service providers of traditional, pay and specialty radio content; cable, pay and specialty television programming; and Internet-based broadcast content such as podcasts, on-line, streamed, and digital radio and television programs. | 2. Music publishing: includes music composition and publishing, in all formats, regardless of delivery platform, including print music, on-line digital or downloaded content, sale of rights for performance, recording, reproduction, and other related rights. |
| 3. Cultural heritage: includes artifacts, collections (incl. antiques) and services such as museums, public art galleries, art museums, historic sites, historic buildings, planetaria, and archaeological sites. | | 3. Photography: includes traditional still and digital photography services, covering all fields including portrait, wedding, action, and specialty, commercial and industrial services. | 3. Newspapers: includes all published content and formats, regardless of delivery platform, including print, electronic, and web-based newspapers, as well as other digital and electronic publishing and delivery. | 3. Interactive media: includes console games, on-line games, wireless games, and PC games as well as other related interactive digital edutainment products. | |
| 4. Natural heritage: includes collections and services such as botanical gardens, aquaria, zoological sites, and national parks, provincial parks and reserves, conservancy sites, and conservation areas with interpretation. | | 4. Crafts: includes hand-made artisanal goods from all materials, including textiles, jewellery, pottery, statues, ceramics, furniture, housewares, musical instruments, etc. | 4. Other published works: includes published materials (in print or electronic form) such as brochures, leaflets, postcards, greeting cards, and calendars. | | |
| **Ancillary culture sub domains** | | | | | |
| | | 5. Advertising: includes design and development of advertisements. | 5. Collected information: includes design and development of catalogues, directories and other publications of copyrighted collected information. | | |
| | | 6. Architecture: includes residential, non-residential, landscape and urban design services. | | | |

**Table D.1 (concluded)**
**Domains and sub-domains of the Canadian Culture Satellite Account adapted from Canadian Framework for Culture Statistics[1]**

| Culture domains | | | | | |
|---|---|---|---|---|---|
| **A. Heritage and libraries** | **B. Live performance** | **C. Visual and applied arts** | **D. Written and published works** | **E. Audio-visual and interactive media** | **F. Sound recording** |
| | | 7. Design: includes graphic, interior, industrial, jewellery, fashion and other specialty design services. | | | |
| | | | 8. Multi sub-domain: includes printing of books, art works, calendars, magazines, newspapers; support activities for printing of books, art works, calendars, magazines, newspapers; book, periodical and newspaper wholesaler-distributors and wholesalers; book stores and news dealers ; translation services , independent writers and authors. | | |

**Transversal domains**

**G. Education and training**

Cultural programs offered at educational and training establishments including elementary and secondary schools, community colleges and C.E.G.E.P.S, universities, technical, vocational and trade schools and fine arts schools.

**H. Governance, funding and professional support**

includes grant-making and giving services of culture organizations only (conservation foundations and charitable trusts awarding grants); business, civic and civic and social organizations- culture organizations only ; labour organizations and other membership organizations –culture organizations only (including arts councils); and government entities providing programs related to culture such as federal regulatory services and federal, provincial and territorial and local, municipal and regional public administrations.

**Multi domain**

Covers more than one domain and cannot be readily allocated to a single domain. Includes Manufacturing and reproducing magnetic and optical media - reproduction of magnetic and optical media, excluding software (culture content only); Internet publishing and broadcasting, and web search portals-publishers of culture content only; lessors of non-financial intangible assets (except copyrighted works)-owners of cultural trademarks and convention and trade show organizers-craft shows and trade fairs related to culture only.

**Notes:**
1. Adapted from Table 1, Canadian Framework for Culture Statistics, Catalogue 87-542.
**Source:** Canadian Framework for Culture Statistics, 2011.

## Appendix E Sport in the Canadian Framework for Culture Statistics and Canadian Culture Satellite Account

According to the **Canadian Framework for Culture Statistics (CFCS)**, sport is considered a domain related to culture and is therefore measured in the Canadian Culture Satellite Account (CSA). In Canada, sports and culture are linked in activities such as hockey, skiing, canoeing, skating, swimming, etc. Although these activities have a cultural nature, they are distinct from culture and measured separately. Sport is defined as an individual or group activity often pursued for fitness in leisure time, and can be undertaken for fun or for competition.[40] Sport participants may or may not be paid or receive prize money for their appearance or performance.

Sport excludes products and services that serve as inputs for producing sport products or providing sport services.[41] The sport domains in the CSA are illustrated in Table E.1 below.

**Table E.1**
**Sport domains in the Canadian Culture Satellite Account adapted from Canadian Framework of Culture Statistics[1]**

| Sport domains |
|---|
| **Organized sport:** includes team or organized sport activities (amateur and professional) including the hosting of sporting events. |
| **Informal sport:** includes recreational sport and physical activities such as aerobics, bicycling, badminton, fishing, golf, hiking, jogging, riding, rowing, skating, skiing, swimming, tennis, etc). |
| **Transversal domains** |
| Education and training |
| Governance, funding and professional support |

**Notes:**
1. See Canadian Framework for Culture Statistics 2011, Catalogue no. 87-542.
**Source:** Canadian Framework for Culture Statistics, 2011.

Sport has two core and two transversal domains: Organized sport, Informal sport, Education and Training and Governance, Funding and Professional Support for sport. Organized sport includes spectator sport, sport stadiums and other presenters with facilities and without facilities. Informal sport includes non-profit sport club industries. Education and training includes sport or sport related instruction, the sport portion of expenditures by government in colleges, CEGEPs, and universities. Governance, funding and professional support for sport includes the sport portion of consolidated government expenditures. In the case of sport, non-profit institutions are not considered as a separate sub-domain but as a proxy to measure the size of the informal sport sub-domain.

40. Similar to the statistical definition of sport in the "Vilnius definition of sport", European Union Working Group on Sport and Economics, 2007.
41. Definition of Sport according to the "Vilnius definition of sport", European Union Working Group on Sport and Economics, 2007.

# Appendix F Methodology

This appendix describes the methodology used in creating the Provincial and Territorial Culture Satellite Account (PTCSA). The first step in developing the PTCSA is the conceptual exercise of defining culture. The next step involves applying this definition to standard classification system used by Statistics Canada to compile and present economic data. These classification systems are the North American Industry Classification System (NAICS 2007) and the North American Product Classification System (NAPCS 2007). The mapping of the culture domains and sub-domains to the NAICS and NAPCS is taken directly from the 2011 CFCS and is the foundation of the PTCSA. The end result of this exercise is a list of NAICS based industries and NAPCS based products that represent culture and sport.

The Input-Output tables by province and territory, as well as at national level are the building blocks of the PTCSA. Two of the important dimensions contained in these tables are an industry dimension and a commodity dimension. However, the commodity (IOIC) and industry (IOCC) classifications used in the I-O tables are too aggregated to be directly incorporated in the PTCSA. For example, Table F.1 shows the NAICS industries associated with the IOIC industry performing arts, spectator sport and related industries, and heritage institutions. This I-O industry is composed of twenty three different six-digit NAICS.

## Methodology used to compile culture industry estimates

Since the IOIC industries used are often too broadly defined and include non-culture industries a major step in building the PTCSA is to disaggregate the IOIC based industries into their underlying six-digit NAICS 2007 industries.

**Table F.1**
**Concordance between Input-Output Industry Codes (IOIC) and North American Industry Classification System (NAICS) 2007**

| Input-Output Industry Classification (IOIC) | | North American Industry Classification System (NAICS) 2007 | |
|---|---|---|---|
| **IOIC code** | **IOIC title** | **NAICS code** | **NAICS title** |
| BS71A000 | Performing arts, spectator sport and related industries, and heritage institutions | 711111 | Theatre (except musical) companies |
| | | 711112 | Musical theatre and opera companies |
| | | 711120 | Dance companies |
| | | 711130 | Musical groups and artists |
| | | 711190 | Other performing arts companies |
| | | 711211 | Sport teams and clubs |
| | | 711213 | Horse race tracks |
| | | 711218 | Other spectator sport |
| | | 711311 | Live theatres and other performing arts presenters with facilities |
| | | 711319 | Sport stadiums and other presenters with facilities |
| | | 711321 | Performing arts promoters (presenters) without facilities |
| | | 711322 | Festivals without facilities |
| | | 711329 | Sport presenters and other presenters without facilities |
| | | 711410 | Agents and managers for artists, athletes, entertainers and other public figures |
| | | 711511 | Independent artists, visual arts |
| | | 711512 | Independent actors, comedians and performers |
| | | 711513 | Independent writers and authors |
| | | 712111 | Non-commercial art museums and galleries |
| | | 712115 | History and science museums |
| | | 712119 | Other museums |
| | | 712120 | Historic and heritage sites |
| | | 712130 | Zoos and botanical gardens |
| | | 712190 | Nature parks and other similar institutions |

**Source:** Statistics Canada.

The disaggregation or "splitting" process makes use of survey and administrative data collected at the detailed industry level. This data is first processed to be consistent with the definitions and accounting rules used to create the I-O tables.

Revenue information from different sources is used to derive "split factors" to split IOIC industries into relevant culture industries. A split factor, see equation below, is the share of a specific industries output relative to the total of all industries in the group.

$$\frac{output\ of\ NAICS\ 711111}{total\ output\ of\ NAICS\ (711+712)}$$

Table F.2 is an example of how the split factors would be derived for the culture industry related to the Performing arts, spectator sport and related industries, and heritage institutions in the PTCSA. The first step would be to derive a value of output for all the culture industries within the IOIC – Performing arts, spectator sport and related industries using detailed survey or administrative data. The second step would be to derive a split factor for each industry which represents the output of the industry as a share of the total output of all the industries in BS71A000 - Performing arts, spectator sport and related industries, and heritage institutions.

**Table F.2**
**Deriving split factors for the culture industries in the CSA, a fictive example**

| | Output | Split factor | Output by industry | GDP by industry | Jobs by industry |
|---|---|---|---|---|---|
| Industry | dollars | percentage | dollars | dollars | number of jobs |
| 711111 | 10 | 1 | 21 | 5 | 3,472 |
| 711112 | 20 | 1 | 42 | 10 | 6,944 |
| 711120 | 30 | 2 | 63 | 16 | 10,417 |
| 711130 | 40 | 3 | 83 | 21 | 13,889 |
| 711190 | 50 | 3 | 104 | 26 | 17,361 |
| 711211 | 60 | 4 | 125 | 31 | 20,833 |
| 711213 | 70 | 5 | 146 | 36 | 24,306 |
| 711218 | 80 | 6 | 167 | 42 | 27,778 |
| 711311 | 90 | 6 | 188 | 47 | 31,250 |
| 711319 | 100 | 7 | 208 | 52 | 34,722 |
| 711321 | 110 | 8 | 229 | 57 | 38,194 |
| 711322 | 120 | 8 | 250 | 63 | 41,667 |
| 711329 | 110 | 8 | 229 | 57 | 38,194 |
| 711410 | 100 | 7 | 208 | 52 | 34,722 |
| 711511 | 90 | 6 | 188 | 47 | 31,250 |
| 711512 | 80 | 6 | 167 | 42 | 27,778 |
| 711513 | 70 | 5 | 146 | 36 | 24,306 |
| 712111 | 60 | 4 | 125 | 31 | 20,833 |
| 712115 | 50 | 3 | 104 | 26 | 17,361 |
| 712119 | 40 | 3 | 83 | 21 | 13,889 |
| 712120 | 30 | 2 | 63 | 16 | 10,417 |
| 712130 | 20 | 1 | 42 | 10 | 6,944 |
| 712190 | 10 | 1 | 21 | 5 | 3,472 |
| Total | 1,440 | .. | 3,000 | 750 | 500,000 |
| Total Output: BS71A000 | 3,000 | | | | |
| GDP: BS71A000 | 750 | | | | |
| Jobs: BS71A000 | 500,000 | | | | |

.. not available for a specific reference period
**Source:** Statistics Canada.

The next step would be to then apply these split factors to the output, GDP and jobs of the industry BS71A000 - Performing arts, spectator sport and related industries, and heritage institutions.

## Methodology used to compile culture products estimates

The process to estimate culture products is similar to the process used to estimate culture industries in that the aggregate IOCC information needs to be disaggregated into detailed NAPCS classes.

Table F.3 provides an example of the IOCC product MPS71A002 - Admissions to performing arts. This product is equivalent to NAPCS 711012 Admissions to live performing arts performances which is composed of seven detailed NAPCS products.

**Table F.3**
**Concordance between Input-Output Commodity Classification and North American Product Classification System**

| Input-Output Commodity Classification (IOCC) | | North American Product Classification System (NAPCS) | |
|---|---|---|---|
| **IOCC code** | **IOCC title** | **NAPCS code** | **NAPCS title** |
| MPS71A002 | Admissions to live performing arts performances | 711012 | Admissions to live performing arts performances |
| | | 711012.1 | Admissions to live performing arts performances |
| | | 711012.1.1 | Admissions to live theatrical (except musical) performances |
| | | 711012.1.2 | Admissions to live musical theatre and opera performances |
| | | 711012.1.3 | Admissions to live symphony and classical music performances |
| | | 711012.1.4 | Admissions to live popular music performances |
| | | 711012.1.5 | Admissions to live dance performances |
| | | 711012.1.6 | Admissions to live public appearances and speeches |
| | | 711012.1.7 | Admissions to live performing arts performances, n.e.c.[1] |

**Notes:**
1. Not elsewhere classified (n.e.c.).
**Source:** Statistics Canada.

## Methodology for compiling culture domain and sub-domain estimates

Once values of output, GDP and jobs have been calculated for each culture industry and culture product, it is possible to present the data by the culture domains and sub-domains outlined in the CFCS.

The methodology for creating the domain estimates is best illustrated using an example. Consider Table F.4 for an example of how estimates for the culture domain: Written and Published Works and sub-domains books and periodicals are compiled.

The first step is an allocation of the industry data to the domains. In the example below, data for the Book Publishing industry are allocated to the Book sub-domain and data for the Periodical Publishing industry are allocated to the Periodical Domain. The next step is to examine the products produced by each of these industries. In the case of the Periodical Publishing industry they produce $100 worth of Books (8% of total output). Since this is less than 10% of the industries total output the production of books in the Periodical Publishing Industry is moved from the Periodicals domain and to the book domain[42]. What remains is a value of output of $1200 in the Periodicals sub-domain and a value of $1500 in the Books sub-domain.

**Table F.4**
**Example of reallocation of products**

| | | Culture sub-domain (books) | Culture sub-domain (periodicals) | Culture sub-domain (books) | Culture sub-domain (periodicals) |
|---|---|---|---|---|---|
| | | Before allocation | | After allocation | |
| **Industry** | **Culture product** | dollars | | | |
| Book publishing | Books | 1,000 | .. | 1,000 | .. |
| | Other published products | 400 | .. | 400 | .. |
| Periodicals publishing | Periodicals | .. | 1,200 | .. | 1,200 |
| | Books | .. | 100 | 100 | .. |
| Total | | 1,400 | 1,300 | 1,500 | 1,200 |

.. not available for a specific reference period
**Source:** Statistics Canada.

42. The 10% rule is an arbitrary number and is applied consistently across all domains.

# Appendix G Culture and sport industries in the Provincial and Territorial Culture Satellite Account, 2010

**Table G.1**
**Culture and sport industries in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Industry Classification**

| Input-Output Industry Classification (IOIC) | |
|---|---|
| **IOIC Code** | **IOIC title** |
| BS323000 | Printing and related support activities |
| BS332A00 | Cutlery, hand tools and other fabricated metal product manufacturing |
| BS334A00 | Other electronic product manufacturing |
| BS339900 | Other miscellaneous manufacturing |
| BS414000 | Personal and household goods wholesaler-distributors |
| BS416000 | Building material and supplies wholesaler-distributors |
| BS418000 | Miscellaneous wholesaler-distributors |
| BS419000 | Wholesale electronic markets, and agents and brokers |
| BS442000 | Furniture and home furnishings stores |
| BS448000 | Clothing and clothing accessories stores |
| BS451000 | Sporting goods, hobby, book and music stores |
| BS453000 | Miscellaneous store retailers |
| BS511110 | Newspaper publishers |
| BS5111A0 | Periodical, book and directory publishers |
| BS511200 | Software publishers |
| BS512130 | Motion picture and video exhibition |
| BS5121A0 | Motion picture and video industries (except exhibition) |
| BS512200 | Sound recording industries |
| BS515100 | Radio and television broadcasting |
| BS515200 | Pay and specialty television |
| BS517000 | Telecommunications |
| BS519000 | Other information services |
| BS52A000 | Financial investment services, funds and other financial vehicles |
| BS532A00 | Rental and leasing services (except automotive equipment) |
| BS533000 | Lessors of non-financial intangible assets (except copyrighted works) |
| BS541300 | Architectural, engineering and related services |
| BS541400 | Specialized design services |
| BS541500 | Computer systems design and related services |
| BS541800 | Advertising, public relations, and related services |
| BS541900 | Other professional, scientific and technical services |
| BS561A00 | Facilities and other support services |
| BS610000 | Educational services |
| BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| BS812A00 | Personal care services and other personal services |
| BS813000 | Professional and similar organizations |
| GS611100 | Elementary and secondary schools |
| GS611200 | Community colleges and C.E.G.E.P.s |
| GS611300 | Universities |
| GS611A00 | Other educational services |
| GS911A00 | Other federal government services (except defence) |
| GS912000 | Other provincial and territorial government services |
| GS913000 | Other municipal government services |
| NP610000 | Educational services |
| NP710000 | Arts, entertainment and recreation |
| NP813A00 | Grant-making, civic, and professional and similar organizations |
| NP999999 | Other non-profit institutions serving households |

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

# Appendix H Culture and sport products in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Commodity Classification

**Table H.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Commodity Classification**

| Input-Output Commodity Classification (IOCC) | |
|---|---|
| **IOCC code** | **IOCC title** |
| MPG323001 | Printed products |
| MPG332A09 | Fabricated metal products, not elsewhere classified |
| MPG339901 | Jewellery and silverware |
| MPG339909 | Other miscellaneous goods |
| MPG511111 | Newspapers, print and electronic |
| MPG5111A1 | Periodicals, print and electronic |
| MPG5111A2 | Books, print and electronic |
| MPG5111A3 | Other published products |
| MPS323002 | Support services for printing |
| MPS323003 | Contract printing services for publishers |
| MPS410001 | Wholesale margins |
| MPS4A0001 | Retail margins |
| MPS511112 | Advertising space in newspapers |
| MPS5111A4 | Advertising space in periodicals and other published printed products |
| MPS5111X0 | Licensing fees to distribute or reproduce published products, print and electronic |
| MPS511200 | General purpose software |
| MPS512130 | Admissions to motion picture film exhibitions |
| MPS5121A1 | Movies, television programs and videos |
| MPS5121A2 | Motion picture and video production and related services |
| MPS5121A3 | Licensing fees to distribute or reproduce motion pictures and videos |
| MPS512201 | Music and audio works |
| MPS512202 | Studio and audio recording services |
| MPS512203 | Licensing fees to distribute or reproduce music and audio works |
| MPS515100 | Advertising air time on radio |
| MPS515A01 | Advertising air time on television |
| MPS515A02 | Fees for the distribution of television and radio program channels |
| MPS517003 | Cable, satellite and other program distribution services |
| MPS519001 | Subscriptions to Internet sites and contents |
| MPS519002 | Advertising space on the Internet |
| MPS519009 | Other information services |
| MPS531102 | Rental of non-residential real estate |
| MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| MPS532A09 | Other goods rental and leasing services |
| MPS533000 | Rights to non-financial intangible assets |
| MPS541300 | Architectural, engineering and related services |
| MPS541400 | Specialized design services |
| MPS541501 | Custom software design and development services |
| MPS541600 | Management, scientific and technical consulting services |
| MPS541701 | Research and development services |
| MPS541800 | Advertising, public relations and related services |
| MPS541901 | Photographic services |
| MPS541909 | Other professional, scientific and technical services |
| MPS561400 | Business support services |
| MPS561A00 | Facilities and other support services |
| MPS610001 | Tuition and similar fees for elementary and secondary schools |
| MPS610002 | Tuition and similar fees for colleges and C.E.G.E.P.s |
| MPS610003 | Tuition and similar fees for universities |
| MPS610004 | Tuition and similar fees for trade, technical and professional training |
| MPS610009 | Other educational training and services |
| MPS713A00 | Amusement and recreation services |
| MPS71A001 | Admissions to live sporting events |
| MPS71A002 | Admissions to live performing arts performances |
| MPS71A003 | Sport and performing arts event organization services |
| MPS71A004 | Career management and representation services of public figures |

**Table H.1**

**Culture and sport products in the Provincial and Territorial Culture Satellite Account 2010 by Input-Output Commodity Classification (concluded)**

| Input-Output Commodity Classification (IOCC) | |
|---|---|
| **IOCC code** | **IOCC title** |
| MPS71A005 | Contract production of live performances, events and copyrighted works |
| MPS71A006 | Licensing of rights to use copyrighted works and media rights |
| MPS71A007 | Technical artistic services |
| MPS71A008 | Heritage institution services |
| MPS812A09 | Other personal and personal care services |
| MPS813000 | Other membership services |
| MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| MPS980000 | Sales of other government services |
| NGS611100 | Elementary and secondary school services provided by governments |
| NGS611200 | Community college and C.E.G.E.P services provided by governments |
| NGS611300 | University services provided by governments |
| NGS611A00 | Other educational services provided by governments |
| NNP610000 | Educational services provided by Non-Profit Institutions Serving Households |
| NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| NNP813930 | Labour organization membership services |
| NNP813A01 | Grant-making, civic, and professional and similar organization services |
| NNP999999 | Other services provided by Non-Profit Institutions Serving Households |

**Source:** Statistics Canada.

# Appendix I Culture and sport industries in the Provincial and Territorial Culture Satellite Account by domain, 2010

**Table I.1**
**Culture and sport industries in Provincial and Territorial Culture Satellite Account by domain, 2010**

| | Input-Output Industry Classification (IOIC) | |
|---|---|---|
| **Domains and sub-domains** | **IOIC code** | **IOIC title** |
| **Heritage and libraries** | | |
| Archives | BS519000 | Other information services |
| | NP999999 | Other non-profit institutions serving households |
| Libraries | BS519000 | Other information services |
| | NP999999 | Other non-profit institutions serving households |
| Culture heritage | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| Natural heritage | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| **Live performance** | | |
| Performing arts | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| Festivals and celebrations | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| **Visual and applied arts** | | |
| Original visual art | BS453000 | Miscellaneous store retailers |
| | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| | NP999999 | Other non-profit institutions serving households |
| Art reproductions | BS442000 | Furniture and home furnishings stores |
| | NP999999 | Other non-profit institutions serving households |
| Photography | BS519000 | Other information services |
| | BS541900 | Other professional, scientific and technical services |
| | BS812A00 | Personal care services and other personal services |
| | NP999999 | Other non-profit institutions serving households |
| Crafts | BS323000 | Printing and related support activities |
| | BS332A00 | Cutlery, hand tools and other fabricated metal product manufacturing |
| | BS339900 | Other miscellaneous manufacturing |
| | BS414000 | Personal and household goods wholesaler-distributors |
| | BS416000 | Building material and supplies wholesaler-distributors |
| | BS418000 | Miscellaneous wholesaler-distributors |
| | BS448000 | Clothing and clothing accessories stores |
| | BS453000 | Miscellaneous store retailers |
| | NP999999 | Other non-profit institutions serving households |
| Advertising | BS541800 | Advertising, public relations, and related services |
| | NP999999 | Other non-profit institutions serving households |
| Architecture | BS541300 | Architectural, engineering and related services |
| | NP999999 | Other non-profit institutions serving households |
| Design | BS541400 | Specialized design services |
| | BS541500 | Computer systems design and related services |
| | NP999999 | Other non-profit institutions serving households |
| **Written and published works** | | |
| Books | BS5111A0 | Periodical, book and directory publishers |
| | NP999999 | Other non-profit institutions serving households |
| Periodicals | BS5111A0 | Periodical, book and directory publishers |
| | NP999999 | Other non-profit institutions serving households |
| Newspapers | BS511110 | Newspaper publishers |
| | BS519000 | Other information services |
| | NP999999 | Other non-profit institutions serving households |
| Other published works | BS5111A0 | Periodical, book and directory publishers |
| | NP999999 | Other non-profit institutions serving households |
| Collected information | BS5111A0 | Periodical, book and directory publishers |
| Multi subdomain | BS323000 | Printing and related support activities |
| | BS414000 | Personal and household goods wholesaler-distributors |
| | BS419000 | Wholesale electronic markets, and agents and brokers |
| | BS451000 | Sporting goods, hobby, book and music stores |
| | BS541900 | Other professional, scientific and technical services |
| | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| | NP999999 | Other non-profit institutions serving households |

**Table I.1**
**Culture and sport industries in Provincial and Territorial Culture Satellite Account by domain, 2010 (concluded)**

| | Input-Output Industry Classification (IOIC) | |
|---|---|---|
| **Domains and sub-domains** | **IOIC code** | **IOIC title** |
| **Audio-visual and interactive media** | | |
| Film and video | BS414000 | Personal and household goods wholesaler-distributors |
| | BS512130 | Motion picture and video exhibition |
| | BS5121A0 | Motion picture and video industries (except exhibition) |
| | BS532A00 | Rental and leasing services (except automotive equipment) |
| | NP999999 | Other non-profit institutions serving households |
| Broadcasting | BS515100 | Radio and television broadcasting |
| | BS515200 | Pay and specialty television |
| | BS517000 | Telecommunications |
| | NP999999 | Other non-profit institutions serving households |
| Interactive media | BS451000 | Sporting goods, hobby, book and music stores |
| | BS511200 | Software publishers |
| | NP999999 | Other non-profit institutions serving households |
| **Sound recording** | | |
| Music publishing | BS451000 | Sporting goods, hobby, book and music stores |
| | BS512200 | Sound recording industries |
| | NP999999 | Other non-profit institutions serving households |
| Sound recording | BS414000 | Personal and household goods wholesaler-distributors |
| | BS451000 | Sporting goods, hobby, book and music stores |
| | BS512200 | Sound recording industries |
| | NP999999 | Other non-profit institutions serving households |
| **Education and training** | BS610000 | Educational services |
| | GS611100 | Elementary and secondary schools |
| | GS611200 | Community colleges and C.E.G.E.P.s |
| | GS611300 | Universities |
| | GS611A00 | Other educational services |
| | NP610000 | Educational services |
| **Governance, funding and professional support** | BS52A000 | Financial investment services, funds and other financial vehicles |
| | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | BS813000 | Professional and similar organizations |
| | GS911A00 | Other federal government services (except defence) |
| | GS912000 | Other provincial and territorial government services |
| | GS913000 | Other municipal government services |
| | NP710000 | Arts, entertainment and recreation |
| | NP813A00 | Grant-making, civic, and professional and similar organizations |
| | NP999999 | Other non-profit institutions serving households |
| **Multi** | BS334A00 | Other electronic product manufacturing |
| | BS519000 | Other information services |
| | BS533000 | Lessors of non-financial intangible assets (except copyrighted works) |
| | BS561A00 | Facilities and other support services |
| | NP999999 | Other non-profit institutions serving households |
| **Sport** | | |
| Organized sport | BS71A000 | Performing arts, spectator sports and related industries, and heritage institutions |
| | NP710000 | Arts, entertainment and recreation |
| Informal sport | BS813000 | Professional and similar organizations |
| | NP610000 | Educational services |
| | NP813A00 | Grant-making, civic, and professional and similar organizations |
| Education and training | BS610000 | Educational services |
| | GS611100 | Elementary and secondary schools |
| | GS611200 | Community colleges and C.E.G.E.P.s |
| | GS611300 | Universities |
| | GS611A00 | Other educational services |
| | GS911A00 | Other federal government services (except defence) |
| | GS912000 | Other provincial and territorial government services |
| Governance, funding and professional support | GS913000 | Other municipal government services |

**Source:** Statistics Canada, Provincial and Territorial Culture Satellite Account, 2010.

# Appendix J Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| **Heritage and libraries** | | |
| Archives | MPS4A0001 | Retail margins |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Libraries | MPS4A0001 | Retail margins |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Culture heritage | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541800 | Advertising, public relations and related services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A008 | Heritage institution services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| Natural heritage | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541800 | Advertising, public relations and related services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A008 | Heritage institution services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| **Live performance** | | |
| Performing arts | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS71A001 | Admissions to live sporting events |
| | MPS71A002 | Admissions to live performing arts performances |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A006 | Licensing of rights to use copyrighted works and media rights |
| | MPS71A007 | Technical artistic services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (continued)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| Festivals and celebrations | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS71A001 | Admissions to live sporting events |
| | MPS71A002 | Admissions to live performing arts performances |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| **Visual and applied arts** | | |
| Original visual art | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541701 | Research and development services |
| | MPS71A001 | Admissions to live sporting events |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS812A09 | Other personal and personal care services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Art reproductions | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Photography | MPS4A0001 | Retail margins |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541701 | Research and development services |
| | MPS541901 | Photographic services |
| | MPS812A09 | Other personal and personal care services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (continued)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| Crafts | MPG332A09 | Fabricated metal products, not elsewhere classified |
| | MPG339901 | Jewellery and silverware |
| | MPG339909 | Other miscellaneous goods |
| | MPS323002 | Support services for printing |
| | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS812A09 | Other personal and personal care services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Advertising | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541701 | Research and development services |
| | MPS541800 | Advertising, public relations and related services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Architecture | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541300 | Architectural, engineering and related services |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Design | MPS323003 | Contract printing services for publishers |
| | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541400 | Specialized design services |
| | MPS541501 | Custom software design and development services |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS610004 | Tuition and similar fees for trade, technical and professional training |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| **Written and published works** | | |
| Books | MPG5111A1 | Periodicals, print and electronic |
| | MPG5111A2 | Books, print and electronic |
| | MPG5111A3 | Other published products |
| | MPS323003 | Contract printing services for publishers |
| | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS5111X0 | Licensing fees to distribute or reproduce published products, print and electronic |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS561400 | Business support services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (continued)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| Periodicals | MPG5111A1 | Periodicals, print and electronic |
| | MPG5111A2 | Books, print and electronic |
| | MPG5111A3 | Other published products |
| | MPS323003 | Contract printing services for publishers |
| | MPS4A0001 | Retail margins |
| | MPS5111A4 | Advertising space in periodicals and other published printed products |
| | MPS5111X0 | Licensing fees to distribute or reproduce published products, print and electronic |
| | MPS519002 | Advertising space on the Internet |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Newspapers | MPG511111 | Newspapers, print and electronic |
| | MPG5111A3 | Other published products |
| | MPS323003 | Contract printing services for publishers |
| | MPS4A0001 | Retail margins |
| | MPS511112 | Advertising space in newspapers |
| | MPS5111X0 | Licensing fees to distribute or reproduce published products, print and electronic |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS561400 | Business support services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Other published works | MPG5111A3 | Other published products |
| | MPS4A0001 | Retail margins |
| | MPS5111A4 | Advertising space in periodicals and other published printed products |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Collected information | MPG5111A3 | Other published products |
| | MPS5111A4 | Advertising space in periodicals and other published printed products |
| | MPS5111X0 | Licensing fees to distribute or reproduce published products, print and electronic |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| Multi subdomain | MPG323001 | Printed products |
| | MPG339909 | Other miscellaneous goods |
| | MPS323002 | Support services for printing |
| | MPS323003 | Contract printing services for publishers |
| | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (continued)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| **Audio-visual and interactive media** | | |
| Film and video | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS512130 | Admissions to motion picture film exhibitions |
| | MPS5121A1 | Movies, television programs and videos |
| | MPS5121A2 | Motion picture and video production and related services |
| | MPS5121A3 | Licensing fees to distribute or reproduce motion pictures and videos |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541701 | Research and development services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Broadcasting | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS5121A3 | Licensing fees to distribute or reproduce motion pictures and videos |
| | MPS512203 | Licensing fees to distribute or reproduce music and audio works |
| | MPS515100 | Advertising air time on radio |
| | MPS515A01 | Advertising air time on television |
| | MPS515A02 | Fees for the distribution of television and radio program channels |
| | MPS517003 | Cable, satellite and other program distribution services |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS561400 | Business support services |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A006 | Licensing of rights to use copyrighted works and media rights |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Interactive media | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS511200 | General purpose software |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541501 | Custom software design and development services |
| | MPS541701 | Research and development services |
| | MPS610004 | Tuition and similar fees for trade, technical and professional training |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (concluded)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| **Sound recording** | | |
| Music publishing | MPS4A0001 | Retail margins |
| | MPS5121A1 | Movies, television programs and videos |
| | MPS512201 | Music and audio works |
| | MPS512202 | Studio and audio recording services |
| | MPS512203 | Licensing fees to distribute or reproduce music and audio works |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS541701 | Research and development services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| Sound recording | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS5121A1 | Movies, television programs and videos |
| | MPS512201 | Music and audio works |
| | MPS512202 | Studio and audio recording services |
| | MPS512203 | Licensing fees to distribute or reproduce music and audio works |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS541701 | Research and development services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| **Education and training** | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS610001 | Tuition and similar fees for elementary and secondary schools |
| | MPS610002 | Tuition and similar fees for colleges and C.E.G.E.P.s |
| | MPS610003 | Tuition and similar fees for universities |
| | MPS610004 | Tuition and similar fees for trade, technical and professional training |
| | MPS610009 | Other educational training and services |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS71A008 | Heritage institution services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NGS611100 | Elementary and secondary school services provided by governments |
| | NGS611200 | Community college and C.E.G.E.P services provided by governments |
| | NGS611300 | University services provided by governments |
| | NGS611A00 | Other educational services provided by governments |
| | NNP610000 | Educational services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (continued)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| **Governance, funding and professional support** | MPG339909 | Other miscellaneous goods |
| | MPG5111A3 | Other published products |
| | MPS323002 | Support services for printing |
| | MPS4A0001 | Retail margins |
| | MPS5121A3 | Licensing fees to distribute or reproduce motion pictures and videos |
| | MPS512203 | Licensing fees to distribute or reproduce music and audio works |
| | MPS515A02 | Fees for the distribution of television and radio program channels |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A006 | Licensing of rights to use copyrighted works and media rights |
| | MPS71A007 | Technical artistic services |
| | MPS71A008 | Heritage institution services |
| | MPS812A09 | Other personal and personal care services |
| | MPS813000 | Other membership services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | MPS9B0000 | Sales of other government services |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |
| | NNP813930 | Labour organization membership services |
| | NNP813A01 | Grant-making, civic, and professional and similar organization services |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| **Multi** | MPG5111A3 | Other published products |
| | MPS410001 | Wholesale margins |
| | MPS4A0001 | Retail margins |
| | MPS5121A1 | Movies, television programs and videos |
| | MPS519001 | Subscriptions to Internet sites and contents |
| | MPS519002 | Advertising space on the Internet |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS561400 | Business support services |
| | MPS561A00 | Facilities and other support services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP999999 | Other services provided by Non-Profit Institutions Serving Households |
| **Sport** | | |
| Organized sport | MPG339909 | Other miscellaneous goods |
| | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS533000 | Rights to non-financial intangible assets |
| | MPS71A001 | Admissions to live sporting events |
| | MPS71A002 | Admissions to live performing arts performances |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A004 | Career management and representation services of public figures |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP710000 | Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households |

**Table J.1**
**Culture and sport products in the Provincial and Territorial Culture Satellite Account by domain, 2010 (concluded)**

| | Input-Output commodity classification (IOCC) | |
|---|---|---|
| **Domains and subdomains** | **IOCCcode** | **IOCC title** |
| Informal sport | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS610001 | Tuition and similar fees for elementary and secondary schools |
| | MPS610004 | Tuition and similar fees for trade, technical and professional training |
| | MPS610009 | Other educational training and services |
| | MPS813000 | Other membership services |
| | MPS9A0000 | Sales of other services by Non-Profit Institutions Serving Households |
| | NNP610000 | Educational services provided by Non-Profit Institutions Serving Households |
| | NNP813930 | Labour organization membership services |
| | NNP813A01 | Grant-making, civic, and professional and similar organization services |
| Education and training | MPS4A0001 | Retail margins |
| | MPS531102 | Rental of non-residential real estate |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS610001 | Tuition and similar fees for elementary and secondary schools |
| | MPS610002 | Tuition and similar fees for colleges and C.E.G.E.P.s |
| | MPS610003 | Tuition and similar fees for universities |
| | MPS610004 | Tuition and similar fees for trade, technical and professional training |
| | MPS610009 | Other educational training and services |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS71A007 | Technical artistic services |
| | MPS71A008 | Heritage institution services |
| | NGS611100 | Elementary and secondary school services provided by governments |
| | NGS611200 | Community college and C.E.G.E.P services provided by governments |
| | NGS611300 | University services provided by governments |
| | NGS611A00 | Other educational services provided by governments |
| Governance, funding and professional support | MPG5111A3 | Other published products |
| | MPS323002 | Support services for printing |
| | MPS519001 | Subscriptions to internet sites and contents |
| | MPS519009 | Other information services |
| | MPS531102 | Rental of non-residential real estate |
| | MPS532A03 | Commercial and industrial machinery and equipment renting and leasing services |
| | MPS532A09 | Other goods rental and leasing services |
| | MPS541600 | Management, scientific and technical consulting services |
| | MPS541701 | Research and development services |
| | MPS541909 | Other professional, scientific and technical services |
| | MPS561400 | Business support services |
| | MPS713A00 | Amusement and recreation services |
| | MPS71A003 | Sport and performing arts event organization services |
| | MPS71A005 | Contract production of live performances, events and copyrighted works |
| | MPS812A09 | Other personal and personal care services |
| | MPS813000 | Other membership services |
| | MPS9B0000 | Sales of other government services |

**Source:** Provincial and Territorial Culture Satellite Account, 2010.

# Appendix K Surveys used in the Provincial and Territorial Culture Satellite Account, 2010

**Table K.1**
**Surveys used in the Provincial and Territorial Culture Satellite Account, 2010**

| Survey name | Survey ID |
|---|---|
| Annual Survey of Manufactures and Logging (ASML) | 2103 |
| Annual Survey of Service Industries: Software Development and Computer Services | 2410 |
| Survey of Service Industries: Film, Television and Video Production | 2413 |
| Survey of Service Industries: Film and Video Distribution | 2414 |
| Survey of Service Industries: Film, Television and Video Post-production | 2415 |
| Survey of Service Industries: Motion Picture Theatres | 2416 |
| Annual Survey of Service Industries: Architectural Services | 2420 |
| Annual Survey of Service Industries: Personal Services | 2424 |
| Annual Survey of Service Industries: Consumer Goods Rental | 2434 |
| Annual Survey of Service Industries: Advertising and Related Services | 2437 |
| Annual Wholesale Trade Survey | 2445 |
| Annual Retail Trade Survey | 2447 |
| Survey of Service Industries: Book Publishers | 3105 |
| Annual Survey of Service Industries: Heritage Institutions | 3107 |
| Survey of Service Industries: Performing Arts | 3108 |
| Survey of Service Industries: Sound Recording and Music Publishing | 3115 |
| Survey of Provincial/Territorial Government Expenditures on Culture | 3116 |
| Survey of Federal Government Expenditures on Culture | 3117 |
| Survey of Service Industries: Newspaper Publishers | 4710 |
| Annual Survey of Service Industries: Database, Directory and Specialty Publishers | 4711 |
| Annual Survey of Service Industries: Specialized Design | 4719 |
| Postsecondary Student Information System (PSIS) | 5017 |
| Survey of Service Industries: Periodical Publishers | 5091 |
| Annual Survey of Service Industries: Spectator Sports, Event Promoters, Artists and Related Industries | 5132 |

**Source:** Statistics Canada

## Appendix L Revisions to the Canadian Culture Satellite Account, 2010

The development of the PTCSA involved the incorporation of new data which led to slight revisions to the CSA estimates published in the fall of 2014.

These small revisions included the addition of an estimate for a portion of *Facilities and other support services (MPS 561A00)* as a culture product to take into account book or artisanal shows from within NAICS561920 (*Convention and trade show organizers)*. This change lead to an upward adjustment to culture GDP ($111 million), culture output ($166 million) and culture jobs (862) at the Canada level. The incorporation of more detailed level data led to a review of non-profits activities within culture industries: the products *Arts, entertainment and recreation services provided by Non-Profit Institutions Serving Households (NNP710000)* and *Other services provided by Non-Profit Institutions Serving Households (NNP999999)* were allocated to more sub-domains. This increased the estimates for culture GDP ($119 million), output ($256 million) and number of jobs (2,668) at the Canada level from previously published. Refer to Table L.1a.

**Table L.1a**
**Revisions to culture and sport gross domestic product at basic prices, output and jobs, Canada, 2010**

| | Revised Canada | Published Canada | Difference | Convention and Tradeshows | Non-Profit |
|---|---|---|---|---|---|
| | | | millions of dollars | | |
| **Gross domestic product, at basic prices** | | | | | |
| Culture GDP | 47,673 | 47,840 | -167 | 111 | 119 |
| Sport GDP | 4,881 | 4,486 | 396 | - | |
| **Total Culture and sport GDP** | **52,554** | **52,325** | **229** | **111** | **118** |
| **Output** | | | | | |
| Culture output | 92,687 | 93,172 | -486 | 166 | 256 |
| Sport output | 8,113 | 7,205 | 908 | - | 1 |
| **Total Culture and sport output** | **100,800** | **100,377** | **422** | **166** | **256** |
| **Jobs** | | | number of jobs | | |
| Culture jobs | 642,486 | 647,306 | -4,820 | 862 | 2,685 |
| Sport jobs | 101,863 | 93,513 | 8,350 | - | -152 |
| **Total Culture and sport jobs** | **744,349** | **740,819** | **3,530** | **862** | **2,668** |

**Source:** Statistics Canada, Provincial and Territorial Satellite Account, 2010.

The process of compiling the PTCSA also contributed to improve the methods used to allocate the culture products "Other information services" and "Other miscellaneous goods". These changes affected both the culture and the sport estimates—total sport GDP ($396 million), output ($909 million), and jobs (8,350) increased, but this was offset by a matching decrease in culture GDP, output and jobs as compared to the national estimates published the fall of 2014. Refer to Table L.1b.

**Table L.1b**

**Revisions to culture and sport gross domestic product at basic prices, output and jobs, Canada, by domain, Canada, 2010**

| Domains | Other Information Services | Other Misc. Goods | Total Changes |
|---|---|---|---|
| | millions of dollars | | |
| **Gross domestic product, at basic prices** | | | |
| Heritage and libraries | -128 | 28 | -100 |
| Live performance | 0 | 231 | 231 |
| Visual and applied arts | 29 | -766 | -737 |
| Written and published works | 97 | 21 | 118 |
| Audio-visual and interactive media | 1 | 0 | 1 |
| Sound recording | 0 | 0 | 0 |
| Education and training | 0 | 0 | 0 |
| Governance, funding and professional support | 1 | 90 | 91 |
| Multi | 0 | 0 | 0 |
| **Total Culture GDP** | **0** | **-396** | **-396** |
| **Total Sport GDP** | **0** | **396** | **396** |
| **Total net revisions** | **0** | **0** | **0** |
| | millions of dollars | | |
| **Output** | | | 0 |
| Heritage and libraries | -386 | 65 | -321 |
| Live performance | 0 | 530 | 530 |
| Visual and applied arts | 89 | -1,764 | -1,676 |
| Written and published works | 294 | 49 | 343 |
| Audio-visual and interactive media | 2 | 0 | 2 |
| Sound recording | 0 | 0 | 0 |
| Education and training | 0 | 0 | 0 |
| Governance, funding and professional support | 2 | 211 | 213 |
| Multi | 0 | 0 | 0 |
| **Total Culture output** | **0** | **-909** | **-909** |
| **Total Sport output** | **0** | **909** | **909** |
| **Total net revisions** | **0** | **0** | **0** |
| | number of jobs | | |
| **Jobs** | | | 0 |
| Heritage and libraries | -2,321 | 598 | -1,723 |
| Live performance | 0 | 4,872 | 4,872 |
| Visual and applied arts | 533 | -15,366 | -14,833 |
| Written and published works | 1,767 | 453 | 2,220 |
| Audio-visual and interactive media | 11 | 0 | 11 |
| Sound recording | 0 | 0 | 0 |
| Education and training | 0 | 0 | 0 |
| Governance, funding and professional support | 9 | 1,093 | 1,102 |
| Multi | 0 | 0 | 0 |
| **Total Culture jobs** | | **-8,350** | **-8,351** |
| **Total Sport jobs** | **1** | **8,350** | **8,351** |
| **Total net revisions** | **0** | **0** | **0** |

**Source:** Statistics Canada, Provincial and Territorial Satellite Account, 2010.

## Glossary

**Basic price:** a basic price valuation includes the costs of production factors (labour and capital) and taxes and subsidies on production factors

**Culture:** a creative artistic activity and the goods and services produced by this creative activity and the preservation of heritage.

**Culture goods and services:** in the context of the CSA, and following the CFCS, culture goods are defined as original and mass-produced goods which contain culture content, resulting from creative artistic activity. A culture service on the other hand is defined to include creative services (which can, in turn, include copyright payments or receipts), content services (services that add to, or alter a culture product), broadcasts, live performances and other culture events (such as museum exhibits).

**Culture GDP or GDP of culture activities:** is the value added related to the production of all culture goods and services in the economy produced by culture and non-culture industries. For example, for the performing arts industry which may generate GDP from admissions to live performances and food and beverages services (a non-culture activity) only the GDP from admissions to live performances (the culture activity) will be counted. However, it will also include any GDP from admissions to live performances produced outside of the live performance industry.

**Culture industry:** A culture industry is one for which culture products (goods or services) make up the most significant part of its output. For instance, in the live performance industry, culture products represent the majority of its output even though they have secondary activity related to the sale of food and beverages. The CFCS, and therefore the CSA, also include industries involved in the 'creative chain'.

**Culture jobs:** are the number of jobs in the culture and non-culture industries related to the production of all culture goods and services across the economy. Therefore it covers only the jobs required to produce culture activities. Using the example above from Culture GDP, only the individual selling admissions tickets would be in the estimate of culture jobs.

**Culture output:** is the value of culture goods and services produced in the economy by establishments in culture and non-culture industries.

**Domain:** is a category in the Canadian Framework for Culture Statistics used to group various entities for conceptual and measurement purposes. These categories describe dimensions, such as industries, products, occupations or instructional programs. For example, an industry or group of establishments (i.e. the cinematography industry) or a professional group (i.e. cinematography industry workers), or product categories (i.e. public works).

**Employment:** represents the number of jobs held by the self-employed, employees and unpaid[43] family workers. It should be noted that a job that exists for only part of the year (e.g., 4 months) counts as only a fraction of a job (1/3 of a job) for the year. It should also be noted that a part-time job at 10 hours a week counts as much as a full-time job at 50 hours a week.[44]

**Employment in culture industries:** is measured by the number of jobs in each of the culture industries. It covers all jobs in the industry required to produce both culture and non-culture products. For example, the performing arts industry may require an individual to collect admissions tickets to a live performance (job from culture activity) and a bartender in the food and beverages services (a job from a non-culture activity). Both jobs are included in the estimate of employment in culture industries.

**Employment in sport industries:** is the number of jobs in each of the sport industries. It covers all jobs in the industry required to produce both sport and non-sport products. For example, a sporting event will need jobs

43. Unpaid family workers are persons who work without pay in a business, farm or professional practice owned and operated by another family member living in the same dwelling.

44. This measure of employment differs conceptually from employment measured by the Labour Force Survey (LFS). Within the LFS an individual can only have a single job, while within the CSA a person can have more than one job and those jobs can be in different industries.

for both admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity). Both of these jobs will be included in the estimate of employment in sport industries.

**Gross Domestic Product (GDP):** is defined as the total unduplicated value of the goods and services produced in the economic territory of a country or region during a given period. GDP can be measured three ways: as total incomes earned in current production (income approach), as total final sales of current production (expenditure approach), or as total net values added in current production (value added approach). It can be valued either at basic prices or at market prices.

**Gross Domestic Product (GDP) at basic prices:** is Gross domestic product at market prices minus taxes less subsidies on products. Gross domestic product at basic prices is also equal to the traditional value at factor cost plus taxes less subsidies on the factors of production (labour and capital).

**GDP by industry:** GDP of an industry (also referred to as value added) equals output by the industry minus the value of intermediate inputs that were purchased from other industries, domestic or foreign. Value added is a measure of how much an industry has contributed to the value of its output over and above the value of intermediate inputs. GDP by industry for the economy as a whole is the sum of values added by all industries resident in Canada.

**GDP by industry at basic prices:** When evaluated at basic prices, an industry's GDP is the sum of its factor incomes (wages and salaries, supplementary labour income, mixed income and other operating surplus) plus taxes on production less subsidies on production.

**GDP of culture industries:** is the measure of GDP for each of the culture industries. It covers all of their outputs—culture and non-culture products. For example, the performing arts industry may generate GDP from both admissions to live performances (a culture activity) and food and beverages services (a non-culture activity). The GDP for both activities is included in the GDP of culture industries.

**GDP of sport industries:** is the measure of output from all sport industries. It covers all of their outputs—sport and non-sport products. For example, a sporting event may generate GDP from both, admissions to the sporting event (a sport activity) and food and beverages services (a non-sport activity). The GDP associated with both of these products would be included in the GDP of sport industries.

**Goods and services:** are the results of production. They are exchanged and used for various purposes: as inputs in the production of other goods and services, as final consumption or for investment. A good is a tangible product that can be stocked or placed in inventory. An example of a good is photographic equipment or a book. A service, on the other hand, is generally consumed at the place and time it is bought. Services cover a wide and complex variety of transactions on products that are generally intangible in nature. An example of a service is admission to a live performance or a museum exhibition.

**Hours of work:** actual hours worked during normal periods of work, including overtime but excluding paid leave (e.g. holidays, sick leave). Total hours worked are the aggregate number of hours actually worked during the year in employee jobs and jobs due to self-employment.

**Industry:** an industry is a group of establishments engaged in the same or a similar kind of economic activity.

**Industry perspective:** is the presentation of culture or sport activity by industry. The culture and sport industries are grouped under their respective domains and sub-domains. It measures the output, GDP and jobs of culture industries and sport industries. It covers all of the output produced by establishments in these industries including non-culture and non-sport products.

**Infrastructure:** includes both physical infrastructure (e.g. buildings such as theatres, recording studios) and mediating products (e.g. consumer equipment such as television sets, computers) which are essential for at least one stage of supply in the culture chain. While they provide important support for culture activity, they are factors of cultural production rather than culture products. They may be reported separately as a means of determining their size and impact on the culture sector. Dedicated facilities whose primary function is the

provision of space to culture such as museum buildings, heritage sites and buildings, theatres and cinemas are included in their respective sub-domains.

**Input-output tables:** Input-output tables are part of the production accounts of the CSNEA. They show the production of goods and services, the generation of income from the production process and the flows of goods and services through the economic system between producers and consumers. The transactors involved in the production process are individuals (persons or households), establishments (production units of businesses and governments), non-business entities such as non-profit institutions, and governments.

**Job:** an explicit or implicit contract between a person and an institutional unit to perform work in return for compensation for a defined period or until further notice. The institutional unit may be the proprietor of an unincorporated enterprise; in this case the person is described as being self-employed and earns a mixed income. The number of jobs can exceed the number of persons employed by the number of second, third, etc. jobs.

**Mixed income:** represents the return to both self-employed labour and capital of the unincorporated business. Mixed income consists of earnings of proprietors of unincorporated businesses (sole proprietorships and partnerships) such as retailers and consultants, earnings of independent professional practitioners such as lawyers and dentists, net (after expenses) rental income of owners of real property and the accrued net farm income of farm operators.

**Multi domain:** includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

**Multi sub-domain:** includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.

**North American Industry Classification System (NAICS):** is an industrial classification system used to group producers into industries on the basis of similarities in their production processes. Developed jointly by Canada, Mexico and the United States in 1997, NAICS provides a common framework of classification which places industrial statistics compiled by the three countries on a comparable basis.

**North American Product Classification System (NAPCS):** is a classification that organizes goods and services throughout the economy in a systematic fashion. NAPCS is intended to include products of service and goods producing industries

**Output:** consists of those goods or services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.

**Product perspective:** measures output, GDP and jobs resulting from the production of culture or sports products regardless of whether they were made by establishments in culture or non-culture industries. For example, books may be produced in more than one industry. In the product perspective, all of the activity related to the production of books is grouped together.

**Salaries and wages:** monetary compensation and payments-in-kind (e.g., board and lodging), to wage earners and salaried persons employed in private, public and non-profit institutions in Canada including domestic servants and baby-sitters. Other forms of compensation included are commissions, bonuses, tips, directors' fees, taxable allowances, and the values of stock options of corporations. Bonuses, commissions and retroactive wages are recorded in the period paid rather than earned. Wages and salaries are recorded on a gross basis, before deductions for taxes, employees' contributions to employment insurance, and private and public pension plans.

**Satellite Account:** an accounting system that follows the basic principles of the System of National Accounts but also expands the analytical capacity for selected areas of economic or social concern, without overburdening or disrupting the central system. Satellite accounts are linked with the central framework of the national accounts and through them to the main body of integrated economic statistics.

**Self-employed:** persons whose jobs consist mainly of operating a business, farm or professional practice, alone or in partnership. This includes: operating a farm, whether the land is rented or owned; working on a freelance or contract basis to do a job (e.g., architects, private duty nurses); operating a direct distributorship selling and delivering products such as cosmetics, newspapers, brushes and cleaning products; and fishing with own equipment or with equipment in which the person has a share. The business can be incorporated or unincorporated. Self-employed persons include those with and those without paid help.

**Sport:** an individual or group activity often pursued for fitness during leisure time which may be undertaken for fun or for competition. This includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience.

**Sport GDP or GDP of sport activities:** sport GDP is defined as the value added in an industry that is related to the production of sport goods and/or across the economy regardless of the producing industry. For example, for a sporting event which generates GDP from admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity), only the GDP from admissions to sporting event (the sport activity) will be included in Sport GDP. However, it will also include any GDP from admissions to sporting events produced outside the sport industries.

**Sport jobs:** are defined as the number of jobs that are related to the production of sport goods and/or services regardless of the industry. For example, a sporting event may have two jobs: a job collecting admissions to sporting events (a job from sport activity) and bartender in the food and beverages services (a job from non-sport activity). Only the job of the person collecting admissions tickets to sporting events (job from culture activity) is included in sport jobs.

**Sub-domain:** a subordinate domain which can be used to identify a number of related industries, products and occupations and which represents a distinct sub-category of a domain.

**Supplementary labour income:** expenditures by employers on their labour account other than wages and salaries which are regarded as compensation of employees. It includes contributions to employment insurance, private and public pension plan contribution, worker's compensation, health and life insurance plans, and retirement allowances.

**Unpaid family workers:** persons who work without pay in a business, farm or professional practice owned and operated by another family member living in the same dwelling.

## References

**Australian Bureau of Statistics**. 2014. "2008-09 Australian National Accounts: Cultural and Creative Activity Satellite Accounts, Experimental", Australia.

**Bisaillon**, Monique. 2013. "Feasibility Study for a Culture Satellite Account: Phase 4 Final Report". Statistics Canada, prepared for Canadian Heritage, Ottawa, Ontario.

- 2012. "Feasibility Study for a Culture Satellite Account: Phase 3 Final Report". Statistics Canada, prepared for Canadian Heritage, Ottawa, Ontario.

- 2011. "Feasibility Study for a Culture Satellite Account: Phase 2 Final Report". Statistics Canada, prepared for Canadian Heritage, Ottawa, Ontario.

**Conference Board of Canada**. 2010. "Labour Market Information for Canada's Culture Sector", prepared for Cultural Human Resources Council, Ottawa, Ontario, March 2010.

**ESSnet-Culture**, "European Statistical System Network on Culture Final Report", Luxembourg, 2012.

**Jackson**, Chris, Roger **Jullion**, Katharine **Kemp** and Michel **Pascal**. 2010 "Feasibility Study for a Culture Satellite Account: Phase 1". Statistics Canada, prepared for Canadian Heritage, Ottawa, Ontario.

**Ministry of Education of Finland**. 2009. "Culture Satellite Account: Final Report of Pilot Project". Department for culture, sport and youth, Finland.

**Ministry of Culture**. 2011. "Satellite Account on Culture in Spain – Advance of 2000-2009 results", Spain.

**National Endowment for the Arts**. 2013. "NEA Guide to the U.S. Arts and Cultural Production Satellite Account", Washington, DC, United States.

**Peartree Solutions Inc**. 2003. "Profile and Development Strategy for Craft in Canada"., Canadian Craft Federation, coordinated by Conseil des métiers d'art du Québec, Québec, October 2003.

**Secor Consulting Inc**. 2011. "Canada's Entertainment Software Industry in 2011". Entertainment Software Association of Canada, May 2011.

**Singh**, Vik. 2004. "Economic Contribution of Culture in Canada". Culture, Tourism and the Centre for Education Statistics Series, Statistics Canada, Catalogue no. 81-595, no. 023, Ottawa, Ontario, December 2004.

**Sheffield Hallam University**. 2011. "2004-2006 Sport Satellite Account for the UK". Department for culture, media and sport, Sport Industry Research Centre, United Kingdom.

**Sheffield Hallam University**.2010. "2004 Sport Satellite Account for the UK". Department for culture, media and sport, Sport Industry Research Centre, United Kingdom.

**Statistics Canada**. 2007a. "North American Industry Classification System (NAICS) - Canada, 2007", Standards Division, Catalogue no. 12-501, Ottawa, Ontario, March 2007.

- 2008a. *Guide to the Income and Expenditure Accounts*. Statistics Canada, catalogue no. 13-017-XIE. Ottawa, Ontario, June 2008.

- 2008b. *Public Sector Statistics-2007-2008'*. Public Institutions Division, Catalogue no. 68-213, Ottawa, Ontario, July 2008.

- 2009. *Financial Management System (FMS)*. Public Institutions Division, Catalogue no. 68F0023, Ottawa, Ontario, July 2009.

-2011a. "A preview of the historical revision of the Canadian System of National Accounts". System of National Accounts, Catalogue no. 13-605, Ottawa, Ontario, June 2011.

-2011b. Canadian Framework for Culture Statistics 2011. Catalogue 87-542, Ottawa, Ontario, November 2011.

-2013. "The Input-Output Structure of the Canadian Economy, 2010". Industry Accounts Division, Catalogue no. 15-201. Ottawa, Ontario

-2014. *"The Canadian Culture Satellite Account, 2010"*, Catalogue no. 13-604-MIE. Ottawa, Income and Expenditure Accounts Technical Series, no. 75., Ottawa, Ontario, September 2014.

**United Nations, Educational, Scientific, Cultural Organization (UNESCO)**. 2009. "The 2009 UNESCO Framework for Cultural Statistics (FCS)", Montreal, Québec.

**Waltman Daschko**, Marla, 'Conceptual Framework for Culture Statistics 2011', Canadian Framework for Culture Statistics Series, Statistics Canada, Catalogue no. 87-542, no. 001, Ottawa, November 2011.

**Waltman Daschko**, Marla and Mary K. **Allen**, 'Classification Guide for the Canadian Framework for Culture Statistics 2011', Canadian Framework for Culture Statistics Series, Statistics Canada, Catalogue no. 87-542, no. 002, Ottawa, November 2011.